6 key tailwinds and opportunities to shape the growth of the Generic and Biosimilar Medicines industry

**Underlying socioeconomic fundamentals:**
Population growth and changing demographics, rising global disease prevalence and containment pressure in healthcare play a key role

**Continued trajectory in the innovation pipeline:**
While LoE opportunities are continuing to grow, the innovation pipeline continues to expand

**Biosimilars opportunity coming to fruition:**
Expectation of double-digit growth on the back of streamlined regulatory guidelines and increasing adoption across stakeholders

**Digital as an enabler:**
Digital and analytics has seen a boost in recent times, and has the capacity to revolutionize commercial models and operations

**Continuous innovation to sustain value creation opportunities:**
Generic & biosimilar companies will need to invest in capabilities across the value chain to address this opportunity

**Blurring of boundaries with adjacent opportunities:**
The industry is increasingly finding relevance of its core capabilities across a number of adjacent opportunities

Reference - A Vision for the Global Generic and Biosimilar Medicines Industry (IGBA whitepaper)