

# China Pharmaceutical

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Tracking China Healthcare

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## High Pressure Market

Cardiovascular disease (CVD) is now the leading cause of death in China- per experts at the 5th Five-Continent International Symposium on Cardiovascular Diseases held in Beijing April 2009. Each year, CVD kills 2.6 million people in China and costs the country USD 16 billion. Already the leading cause of death in Western countries, CVD is gaining momentum in Asia where populations are ageing and indulging in habits such as smoking (see Smoking: What a Drag, CPB Monthly, Vol. 21), high-calorie diets, and increasingly sedentary life-

styles. As such, the market for pharmaceuticals targeting CVD risk factors is rapidly growing and has the potential to accelerate even faster as the at-risk population grows larger each year. This month, GBI examines hypertension, one of China's most significant CVD risk factors, and reviews some of the newer pharmacotherapies now available for treatment of this increasingly problematic public health burden.

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