

China Pharmaceutical

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Tracking China Healthcare

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An Appetizing Market

It should come as no surprise that in China, where eating well is a national obsession, gastrointestinal drugs are big business. In 2007, GI drug sales in China hospitals reached RMB 6.8 billion (a 65% increase from 2006) and total retail sales for the first half of 2008 were RMB 4 billion. (Source: D&B Huicong Market Research). Ministry of Health (MOH) statistics reveal that in 2008, diseases of the digestive system (as classified by ICD-10) were the number two cause of inpatient visits to urban Chinese hospitals — accounting for 11% of visits (and

the number four cause of visits to rural county hospitals—accounting for 13% of inpatient visits). Digestive diseases include many disorders spanning the entire digestive system, but the most lucrative for pharmaceutical companies thus far have been acid-related disorders such as gastroesophageal reflux disorder (GERD - see box), peptic ulcer disease (PUD), chronic gastritis, and acid-related dyspepsia. Treatments for acid disorders vary by

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