

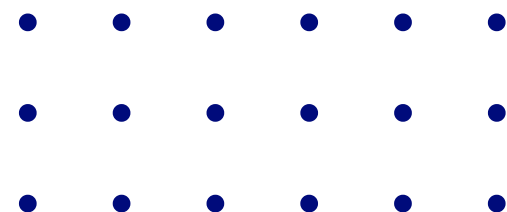
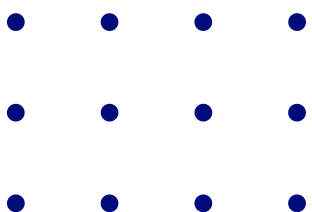
# Tender & Contracting

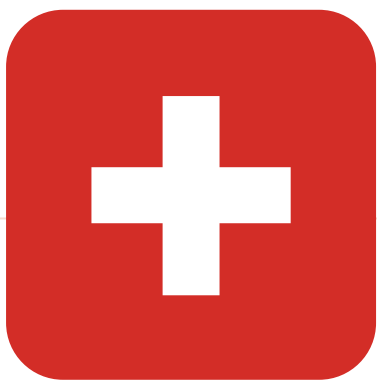
## Market Snapshots for the Pharma Industry

Swipe for more

# An overview of a country's Tender Market at a glance

A quick yet effective way to understand how the **Pharma Tendering Market** behaves across countries.





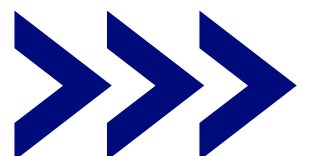
## **Switzerland is mostly a contracting market, not a tendering market.**

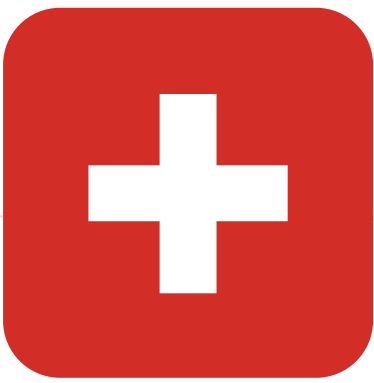
Tenders still occur very **rarely** in big hospitals / groups or for some vaccines

**Contracting is widely used** in hospitals as well as in big pharmacy groups. Contracts can run for **many years**.

The pharmacy market is highly consolidated with **over 90% consolidated** in groups

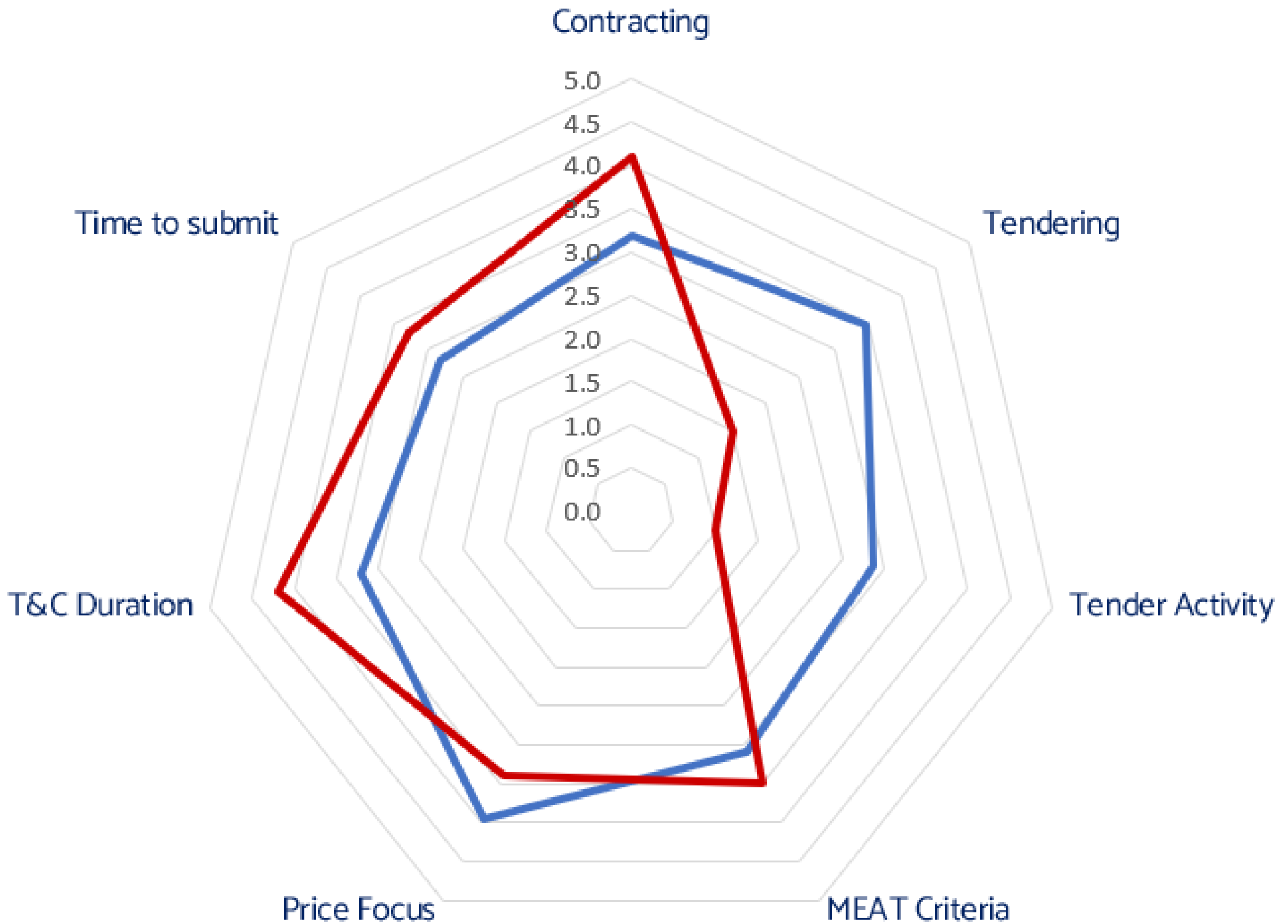
Especially in an off-patent setting price is important, but **services & quality** also have high relevance





# SWITZERLAND T&C MARKET

— Average Europe — Switzerland





## Sources & Graph Explanation

The 'spider-net' indicates the relative importance or length (in the case of 'tender duration' and 'time to submit') of the country in-scope, versus a European average.

The spider-net is based partly on publicly available data, partly on market expert interviews and partly on growpal and CubeRM tender market know-how. It is an indication and estimate without a claim of full completeness and accuracy and it can vary - even within a country - based on tender authority, region or product portfolio.

Spider-net dimensions: 'Contracting' indicates the relative level of importance for contracting & negotiations / 'Tendering' indicates the relative level of tendering importance / 'Tender activity' indicates the number of annual tenders / 'MEAT criteria' indicates the relative importance of non-price award criteria / 'Price focus' indicates the relative importance of price / 'tender duration' indicates the average length of the tender duration / 'time to submit' indicates how much time on average a pharma-company has time to submit a tender.

---

WWW.CUBERM.COM



# Next Generation Revenue Management



---

WWW.GROWPAL.CH