



## Pharmaceutical industry: strengths, weaknesses and challenges

The last few years have been challenging for pharmaceutical companies worldwide. The pandemic has created unprecedented demand for vaccines, halted many clinical trials and led to a global shortage of PPE. To date, the industry is still playing catch-up. The pharmaceutical industry continues to face major challenges and is looking for innovative solutions. But what are the five biggest problems currently facing the pharmaceutical industry?

### SWOT - Analysis of the German Pharmaceutical Industry

#### Strengths

- high degree of innovation
- qualified workforce
- good public funding landscape
- strong biopharmaceutical sector
- good education & research infrastructures

#### Opportunities

- Good support and regulatory structures
- Industry dialog
- Attractive sector for younger, well-trained employees in Germany due to good pay and excellent qualification opportunities

#### Weaknesses

- Vulnerability of production to disruptions in insufficiently transparent global supply chains
- Growing share of bottleneck occupations and competition with other industries for certain qualifications

#### Threats

- Increasingly stringent requirements for product safety and sustainable production in operations and along supply chains
- Investment risks: The effect of new medicines is always uncertain with simultaneous high speed of innovation in global competition

### Current challenges of the pharmaceutical industry

1. Supply chain disruptions lead to global undersupply of medicines
2. Acquisition and analysis of large amounts of data
3. Increased transparency in clinical studies
4. Resistance to & fear of change within the industry
5. Data security as a regulatory challenge

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