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The pharmaceuticals market in France is set to decline from \$35.5 billion in 2017 to \$34.16 billion in 2018.

The company's [latest report](#) states that despite France's robust public health insurance system,

The government is currently focusing on the use of generics as a cost-containment tool to reduce healthcare expenditure.

France follows external reference pricing, which is linked with other European countries such as Germany.

France's reimbursement policy is grounded in clinical effectiveness rather than the cost-versus-benefit approach.

Healthcare companies looking for opportunities within the French market should focus on the growing OTC market.