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# Vaccines and Immunization

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## Convergence of global vaccines markets

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Historically there has been a delay of ~10-20 years in vaccines getting introduced in developing countries after they were launched in developed markets. Now with support from global donors and Gavi, the lag between vaccine introductions in developed versus developing has shortened to ~3 years and is set to reduce further. Thus, we find all leading vaccines such as PCV, HPV, Rotavirus and IPV now available in expanded program of immunization (EPI) of various low and middle income countries. Few suppliers are also now flipping the model and following bottom of pyramid approach where developed country suppliers are prioritizing product approvals and launch in developing countries earlier than developed countries. The top 10 vaccines by revenues globally, are also top-selling in private markets in low and middle income countries (LMICs), indicating that as prosperity and GDP increases in LMICs. We will see an increased demand for these products in those countries and hence no longer can suppliers view the developed markets and developing countries from different lenses; but more as a common markets.

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