

Market Access Impact of the Russia-Ukraine War

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Objectives

Since the Russian invasion of Ukraine in 2022, healthcare spending and emergency measures were established under martial law for Ukraine to protect market access. This analysis aims to determine the impact the war has had on market access trends in both the Ukraine and Russia markets by considering newly launched medicines, price dynamics, and average launch sequence before and during the war.


Methods

All patent-protected medicines launched between 2018–23 in Ukraine and Russia with an available pricing history within GlobalData's Price Intelligence (POLI) database were identified. Five-year price trends were based on the price of these products in 2024 compared to 2019. Yearly price trends compared the price of each brand in January of each year versus January of the previous year then averaged across all brands. The average launch sequence was based on originator medicines approved by the EMA between 2020–23 that do not require additional monitoring.

Results

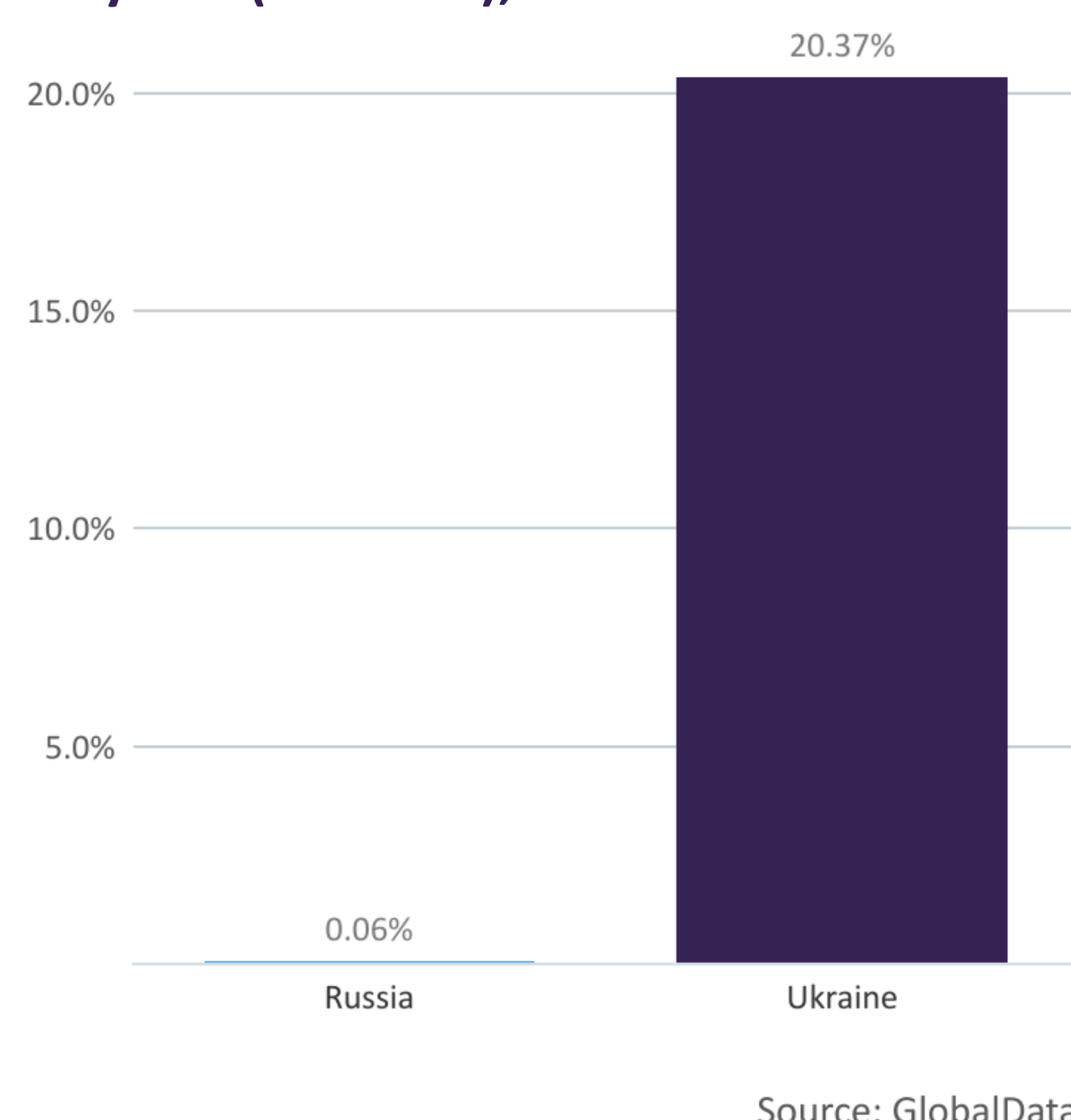
Between 2018–20, the number of newly launched branded medicines declined in Ukraine and Russia by 41% and 56%, respectively. In 2021, Ukraine saw a peak in the number of branded medicines launched (65) while Russia witnessed the fewest branded medicines launch (10). In 2022 and 2023 together, 45 products launched in Ukraine while 38 brands entered Russia.

Distribution of newly priced originator medicines by year – Ukraine & Russia, 2018–23

Country	2018	2019	2020	2021	2022	2023
 Ukraine	37	30	22	65	21	24
 Russia	54	34	34	10	30	8

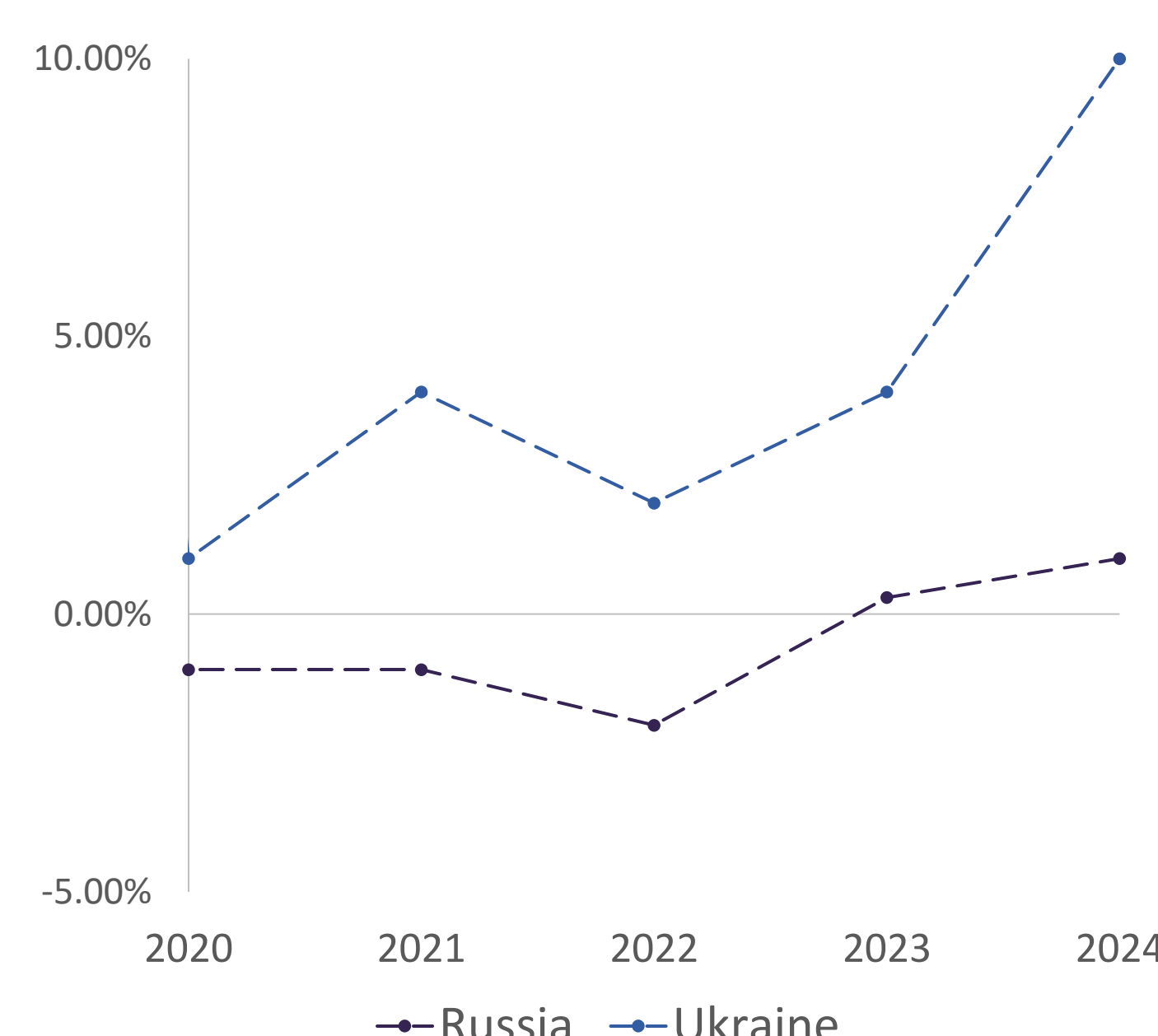
A comparison of the five year price trend for patent=protected medicines in each of these markets showed a greater fluctuation in price for products in Ukraine.

Pharmaceutical price trends for the past five years (2019–24), Russia & Ukraine



The average five-year (2019–24) price trend for patent-protected medicines was more significant in Ukraine (20.37%) compared to Russia, which saw a minor average price increase of 0.06%. This increase in prices in Ukraine can be attributed to rampant inflation and weakening of the Ukrainian Hryvnia against the US dollar.

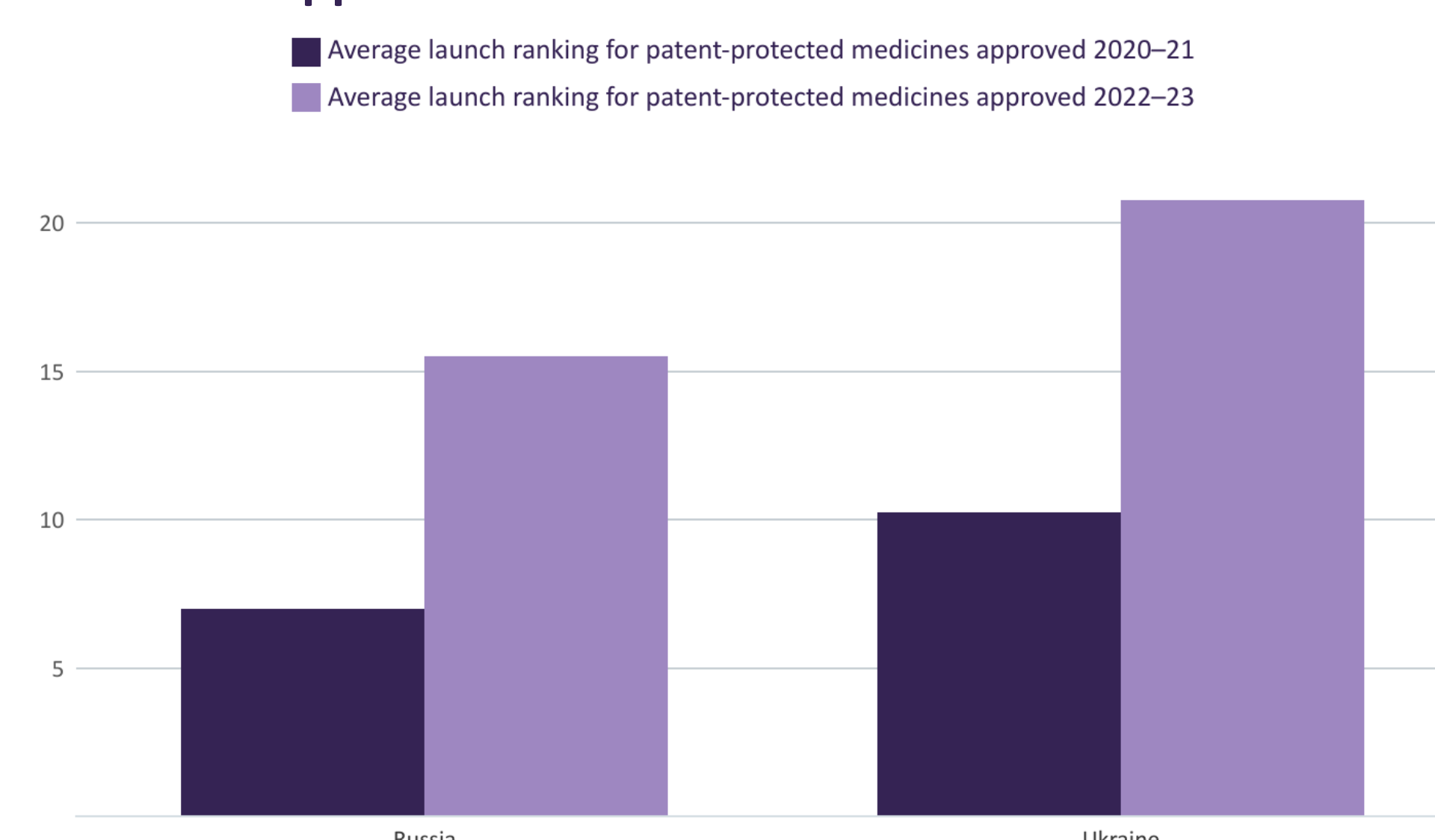
Average yearly price trend (%) for patent-protected medicines, Russia & Ukraine, 2020–present



In Ukraine, branded products saw average yearly price increases vary from 1–4% between 2020–22 while the average yearly price change in Russia saw price cuts of 1–2% in the same years. The relative stability of prices between 2020–22 in Ukraine was possibly reinforced by the expansion of price controls through IRP to the entire essential medicines list.

Russia and Ukraine dropped 9 and 11 places, respectively, in the launch sequence after the start of the war. This drop in launch sequence for Russia is potentially a reflection of developers distancing themselves from Russia during the current sanctions period, while in Ukraine, logistical difficulties including conducting local trials have influenced the country's market positioning.

Change in launch sequence for Ukraine and Russia compared to Europe for originator medicines approved between 2020–21 and 2022–23



Conclusions

Ukraine has continued to launch products at a similar rate to before the war, likely due to the Ukrainian MoH streamlining and adding flexibility to the application process for the partial or full reimbursement of medicines to ensure continuation of the approval and reimbursement process while under martial law. The influx in 2021 for products launched in Ukraine could have followed emergency authorizations that operated during the COVID-19 pandemic. Meanwhile, Russia's decline in newly launched patent-protected medicines started before the war. Prices in Russia have been stable with minimal increases while Ukraine has had to adjust prices during the war, likely to prevent drug shortages and compensate for increased fuel costs and complications in import logistics. Market access in each country has been impacted by the war as developers have been delaying the launch of newly approved products in these markets since 2022, pushing both countries much further down the European launch sequence for newly approved branded medicines.