

# **THE INCREASE OF THE POPULATION AND THE PHARMACEUTICAL INDUSTRY**

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The pharmaceutical industry is facing a great challenge in the coming years. The economy is giving a change and the population seems that it will not stop growing, especially in emerging countries. It is predicted that by 2050 the global population will have reached a staggering 9 billion.

But not only is there an uncontrolled increase in the population, but most of this growth is concentrated in cities where it is estimated that 7 out of 10 people will live in cities. The economy will turn around and go from developed countries to emerging ones. The challenge arises because the number of chronic and non-communicable diseases will also increase. [3BL Media](#) shows us how the number and type of medicines produced and shipped will suffer a considerable increase that pharmaceutical companies will have to face by adapting their value chain and transportation methods.

The controversy surrounding the pharmaceutical industry has been around for a long time, so it is interesting to stop and think about what it will mean in the future. The bad eating and sleeping habits that the stressful world of work in the 21st century entails do not benefit our health at all, but rather the income of these companies. If we add to this the lack of care for the environment, with the negative impact on health problems, the result is clearly not positive for the population.

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