

MACKAOUI CONSULTING · MARKET INTELLIGENCE REPORT

West Africa Pharma Market Access

Strategic Framework for Continental Pharmaceutical
Leadership

APRIL 2026

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\$27B AFRICA PHARMA MARKET 2025	350M+ ECOWAS POPULATION	70-95% IMPORT DEPENDENCY	25-30% TARGET MARKET SHARE BY 2050
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The African continent represents a pharmaceutical market of approximately **\$27 billion (2025)**, projected to reach **\$55 billion by 2035** and **\$75-95 billion by 2050**. West Africa — with a population exceeding 350 million across 15 ECOWAS member states — constitutes the largest regional bloc outside North Africa, yet remains **70-95% dependent on imported pharmaceuticals**.

Morocco's geographic position at the Atlantic-Mediterranean crossroads, combined with its existing pharmaceutical base, diplomatic depth across Francophone Africa, and membership in AfCFTA, creates a unique window for establishing the continent's premier pharmaceutical export platform.

Market Opportunity by Region

REGION	2025 (\$B)	2035 (\$B)	2050 (\$B)	CAGR
North Africa	11	18	28	3.8%
West Africa	5	12	25	6.8%
East Africa	4	11	22	7.1%
Central Africa	1.5	4	9	7.5%
Southern Africa	6	10	16	4.1%
Total Africa	~27	~55	~100	5.5%

If Morocco captures 25-30% of this market by 2050, the country becomes the pharmaceutical pillar of the continent — exporting \$25-30 billion annually to Africa alone.

Morocco's Competitive Advantages

Geographic centrality. Tangier Med port is 8 km from Europe and commands the Atlantic maritime route to West Africa. The ports of Casablanca, Tangier Med, and Dakhla provide the most efficient continental export logistics of any North African nation.

AfCFTA tariff advantage. Under the African Continental Free Trade Area, Moroccan pharma exports face progressively zero-rated tariffs while Indian and Chinese competitors pay standard duties — a structural cost advantage of 5-15%.

Diplomatic infrastructure. Morocco's bilateral relationships with Senegal, Côte d'Ivoire, Mali, Burkina Faso, Niger, Guinea, Cameroon, Gabon, DRC, and Madagascar span generations — reinforced by religious networks reaching ~30 African countries.

WHO Prequalification pathway. Once the AMMPS achieves WHO Listed Authority (WLA) status, Moroccan-manufactured medicines gain acceptance across African public procurement markets without parallel review.

Strategic Recommendations

1. Establish bilateral pharmaceutical trade agreements with 5 priority West African nations as anchor markets for Moroccan exports
2. Develop a West Africa distribution corridor leveraging Tangier Med as the primary export hub
3. Align AMMPS regulatory modernization with ECOWAS pharmaceutical harmonisation initiatives
4. Target 25-30% market share of African pharmaceutical imports by 2050