

DKSH Healthcare unveils an overview of Asia Pacific's growing healthcare outsourcing potential

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Enables healthcare and life sciences companies to navigate industry trends, address current market pressures, and re-think commercial go-to-market strategies in the Asia Pacific region.



The healthcare industry in Asia Pacific (APAC), home to half the world's population, faces a dual reality: immense opportunities alongside significant challenges, including underinvestment and structural barriers. The region's healthcare landscape is expanding, but not evenly. Fragmented systems, complex regulations, rising demand, and uneven access to new therapies continue to slow progress. While some of the APAC markets advance quickly, others face affordability and infrastructure gaps. This has created a region full of potential but held back by structural friction.

The pharmaceutical industry in the APAC region outside China, Japan, and India is projected to grow about 4% annually from 2023–2027 to nearly USD 100 billion, yet this still lags some Western markets. Longer, costlier global commercialization timelines often deprioritize APAC, while geopolitical and economic headwinds further strain growth. Traditional commercial models and in-house affiliates struggle with speed, scalability, and efficiency, leading to delayed launches and missed opportunities for patients.

In line with the market's path, DKSH Business Unit Healthcare has launched a three-part whitepaper series to help healthcare and life sciences companies navigate industry trends and address market pressures in the Asia Pacific region. The Whitepaper series was unveiled at a launch event in Singapore attended by close to 100 healthcare regional leaders, with DKSH experts sharing commercial insights and executive panel discussions moderated by EY Parthenon exploring perspectives from across the industry.

The series explores the transformative role of commercial outsourcing in optimizing go-to-market strategies, addressing fragmented regulations, pricing challenges, and evolving patient needs. The series "2025 Whitepaper Series on Commercial Go-To-Model Trends", highlights how strategic partnerships can drive sustainable growth, enhance resource agility, and unlock the region's USD 10 billion healthcare outsourcing market. Insights from over 50 senior leaders emphasize how outsourcing minimizes infrastructure costs, accelerates innovation, and ensures timely patient access to life-changing

therapies. The expert opinion uniquely highlights the transformative role of strategic partnerships and commercial outsourcing in reshaping go-to-market strategies for healthcare and life sciences companies across the Asia-Pacific region

In particular, the first section explores the shortcomings of traditional commercial models in fragmented and cost-pressured markets, prompting companies to reassess their go-to-market strategies. The sequel part delves into how organizations can evaluate potential partners and determine which product portfolios and commercial functions deliver the greatest value when outsourced. The final section outlines the essential capabilities, governance, data readiness, and digital tools required to maintain high-performing partnerships over time. The final part outlines the capabilities, governance, data readiness, and digital tools needed to sustain high-performing partnerships over time. The research reveals that 90% of executives already outsource some part of their business, with 62% having increased outsourcing in the past three years.

“The APAC healthcare landscape is changing, and our research shows that traditional commercial models are no longer enough to meet the growing demands of patients in our region. As APAC’s healthcare ecosystem leaders – we must rethink how we go to market,” said Patrik Grande, Vice President, Commercial Outsourcing Head, APAC, DKSH Healthcare. “Commercial Outsourcing is emerging as a strategic go-to market approach because it enables faster market access, operational flexibility, and compliance excellence. It is not just about reducing costs; it is about unlocking growth and resources.”

“Commercial Outsourcing is a key enabler for global healthcare companies to expand their products and services into markets faster while still addressing key factors, such as pricing and compliance,” said Reuben Ong, Vice President, Singapore, DKSH Healthcare, during the panel discussion.

Together, the insights point to a clear shift underway in Asia’s healthcare landscape. Organizations that invest in stronger partnerships, smarter capabilities, and locally grounded execution will shape the region’s next wave of access and innovation.