Summary Report on Global COVID-19 Vaccine Distribution and Market Strategy for Pfizer

Overview

As the COVID-19 pandemic rapidly spread worldwide from 2020 to early 2021, vaccine demand surged dramatically. However, global vaccine distribution exhibited stark disparities, with developed nations securing the majority of doses while low- and middle-income countries faced shortages. These inequities stemmed from logistical challenges such as cold chain requirements, inadequate healthcare infrastructure, and high vaccine costs (McKinsey & Company, 2021).

In response, Pfizer committed to equitable vaccine access, pledging to supply two billion doses to low- and middle-income countries in 2021 and 2022 (Pfizer, n.d.). As of September 2021, understanding the evolving global vaccine distribution landscape and identifying strategic expansion opportunities became imperative for Pfizer.

This report analyzes:

1. Global vaccine distribution trends, including Pfizer's role and its competitors.
2. Effectiveness of Pfizer's vaccines in reducing COVID-19 cases and deaths.
3. Projected demand trends in various markets and their impact on future vaccine supply.
4. Emerging market opportunities for Pfizer to expand its global footprint.

The analysis utilizes a dataset from the World Health Organization (WHO) (as of September 22, 2021), supplemented with visualization-based insights comparing Pfizer-vaccinated and non-vaccinated regions.

Key Findings

1. **Diverging Vaccination Trends**:
    - Countries that introduced Pfizer vaccines saw a peak in vaccinations around August 2021, followed by a declining trend.
    - Conversely, countries without Pfizer vaccines continued an upward vaccination trajectory, indicating unmet demand and growing market potential.
2. **Vaccination Coverage Gaps**:
    - Countries where Pfizer vaccines were distributed exhibited lower overall immunization coverage across all population segments (including countries with populations exceeding 30 million).
    - This suggests untapped market opportunities, as countries with rising vaccine adoption rates could benefit from Pfizer's supply expansion.
3. **Emerging Market Potential**:
    - Pfizer's market saturation point in existing regions suggests the need for new distribution strategies targeting under-served countries.
    - Non-Pfizer vaccinated countries show a consistent increase in vaccinations, highlighting the need for Pfizer's market entry.

Strategic Recommendations

Based on the data analysis, Pfizer should prioritize expanding its distribution network to nine key Central and Southern African markets, namely:

- **Nigeria, Algeria, Zimbabwe, Uganda, Namibia, Angola, South Africa, Gambia, and Kenya**.

Rationale for Targeting These Markets:

- Large populations (each exceeding 5 million people).
- High mortality rates (new deaths/new infections ratio exceeding 2% in recent months).
- Growing vaccination demand with increasing adoption trends.

Implementation Strategy:

To penetrate these markets effectively, Pfizer should adopt a multi-channel distribution approach:

1. **Direct Government Supply Contracts –** Partner with national healthcare agencies to establish secure vaccine pipelines.
2. **Collaboration with Transnational Organizations –** Leverage partnerships with COVAX and the World Health Organization (WHO) for equitable distribution.
3. **Humanitarian and Donation Programs –** Utilize government-led vaccine donation initiatives to enhance accessibility.
4. **Cold Chain Logistics Enhancement –** Invest in infrastructure solutions to mitigate logistical challenges in vaccine transportation and storage.

Conclusion

By strategically expanding into underserved African markets, Pfizer can address global vaccine equity gaps while capturing a high-potential growth market. The findings indicate a strong demand trajectory in non-Pfizer regions, necessitating immediate action to solidify Pfizer's presence in emerging economies.
With a data-driven market entry strategy, Pfizer can reinforce its global leadership in COVID-19 immunization while maximizing both public health impact and business growth.

References

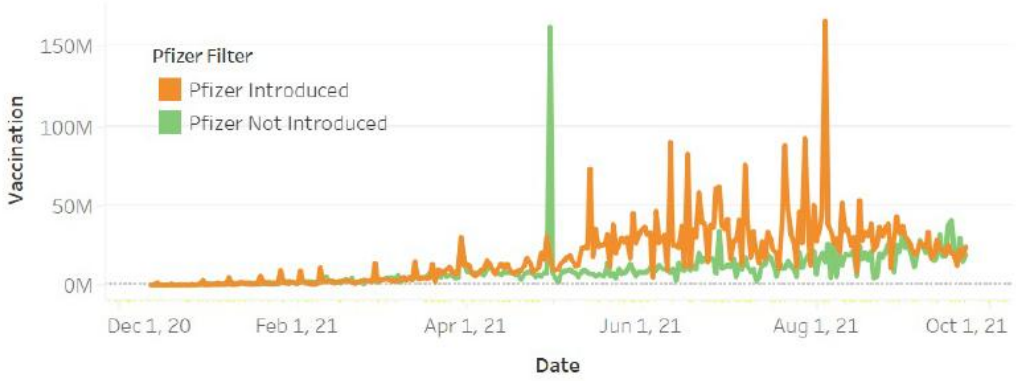
McKinsey & Company. (2021). The risks and challenges of the global COVID-19 vaccine rollout. https://www.mckinsey.com/jp/~/media/McKinsey/Locations/Asia/Japan/Our%20Insights/The-risks-and-challenges-of-the-global-COVID-19-vaccine-%20rollout_JP.pdf

Pfizer. (n.d.). Working to reach everyone, everywhere. https://www.pfizer.com/science/coronavirus/vaccine/working-to-reach-everyone-everywhere

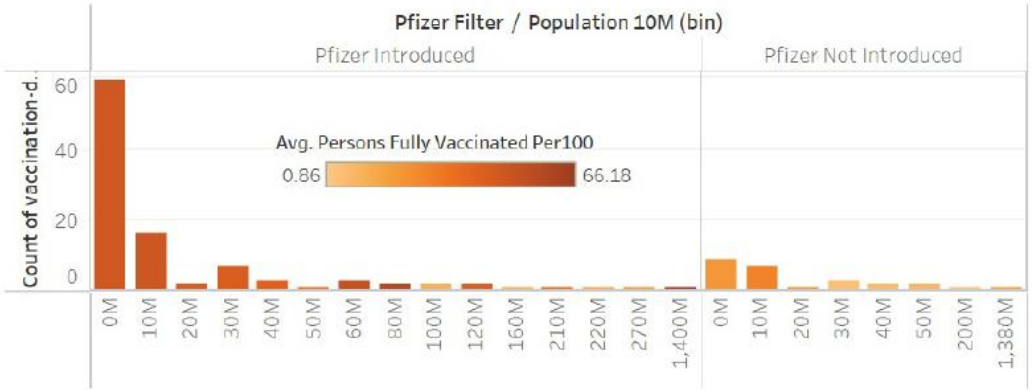
World Health Organization. (n.d.). WHO coronavirus (COVID-19) data information. https://covid19.who.int/data

Appendix: Tableau Dashboard on Global Vaccine Distribution and It's Effects, and Proposals for New Potential Countries for Pfizer

Vaccine Distribution Over Time



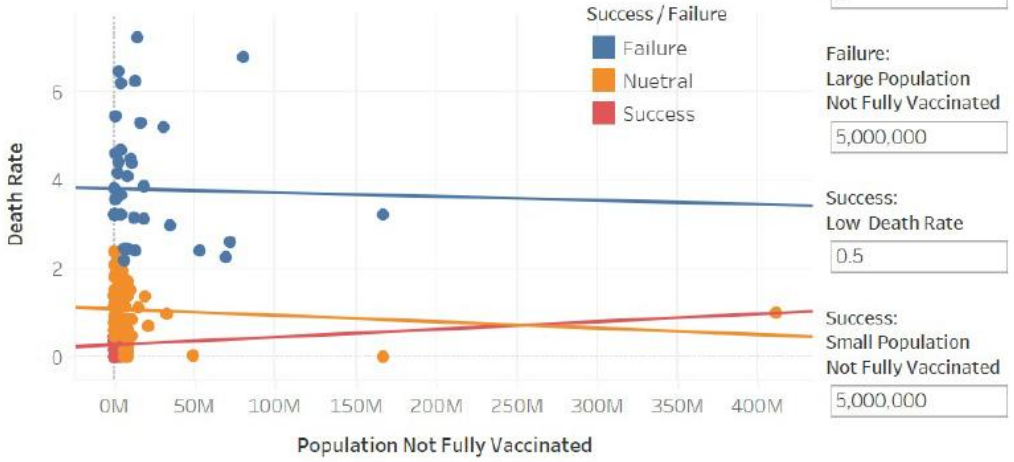
Person Fully Vaccined per 100 per Basic Features



New Deaths Trend

New Confirmed Cases Trend

Relationship between Death Rate and Population Without Fully Vaccinated



Failure:
High Death Rate
2

Failure:
Large Population
Not Fully Vaccinated
5,000,000

Success:
Low Death Rate
0.5

Success:
Small Population
Not Fully Vaccinated
5,000,000