**IN GLOBAL HEALTH, MARKETS MATTER**

Even the most effective health products can’t improve health or save lives if they don’t reach the people who need them.

---

**HEALTHY MARKETS REQUIRE THE COORDINATED EFFORTS OF:**

- **Regulators**
  - Protect the health and safety of populations by regulating all aspects of health products

- **Governments**
  - Purchase and supply health products, and establish policy and legal frameworks for markets

- **Advocates**
  - Raise awareness and promote policy solutions to foster enabling environments for markets

- **Donors**
  - Invest in market strengthening and support market actors

- **Developers & Manufacturers**
  - Innovate, design, produce, and sell products

- **Suppliers**
  - Move products safely to outlets for consumers

- **Health Care Providers**
  - Provide appropriate information and products to support health

- **Buyers**
  - Assess demand and purchase products

- **Individuals**
  - Access and use products to live healthy, productive lives

---

**HEALTHY MARKETS MEAN PRODUCTS ARE:**

- **Available**
  - Products can be consistently accessed through a range of local channels and outlets.

- **Affordable**
  - Products are offered at a cost that balances what consumers can afford while providing financial incentives for manufacturers and suppliers.

- **Appropriate**
  - Products are designed to meet the needs and constraints of users, providers, and supply chain managers.

- **Quality Assured**
  - Products are safe, effective, and meet international standards, and quality is safeguarded throughout the supply chain.

- **In Secure Supply**
  - Global supply is diversified among manufacturers and suppliers and sufficient to meet demand.

---

Healthy markets support healthy people. #MarketsMatter | sites.path.org/advocacyandpolicy

---

Photo credits (left to right): PATH/Wendy Stone; PATH/Eric Becker; PATH/Satvir Malhotra; PATH/Gabe Bienczycki; PATH/Gabe Bienczycki; PATH/Gabe Bienczycki; PATH/Satvir Malhotra; PATH/Aaron Joel Santos; PATH/Gabe Bienczycki; PATH/Gabe Bienczycki.