

## Context

country socio-economic situation, health system, malaria control programme

### Market Structure

- Range and characteristics of sellers
- Range of products available
- Horizontal concentration
- Barriers to market entry and exit
- Distribution chain structure and vertical integration
- Regulatory system



### Provider Conduct

- Pricing and price competition
- Product differentiation and non-price competition
- Horizontal collusion
- Entry deterrence and accommodation
- Vertical restraints
- Response to regulation



### Consumer Demand

- Disease prevalence
- Preferences and beliefs
- Income
- Information on product characteristics



### Malaria Treatment

- Price
- Availability
- Quality