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