

## Annex D: Glossary of market shaping terms

This glossary has been developed to provide a common reference point for terminology used in Gavi's vaccine market shaping work. It is intended to support clarity and consistency in the way technical concepts, strategic approaches, and market dynamics are described and understood and to serve as a resource for PPC and Board members engaged in discussions and decision-making related to vaccine market shaping.

The terms included in Table 1 reflect both widely recognised definitions and those tailored to the specific context of Gavi's work.

Table 1: Market shaping terms and definitions

Term	Definition
<b>Access</b>	The ability of countries to obtain appropriate vaccines in a timely, affordable, and sustainable manner.
<b>Affordability</b>	The extent to which vaccine prices and associated programmatic costs of delivery are within the financial reach of countries and Gavi, considering both immediate budgets and long-term sustainability.
<b>Buffer Stock</b>	A reserve of vaccine product held at a country level to ensure programme continuity during periods of demand surge, supply delays, or other emergencies.
<b>Demand Forecasting</b>	The process of estimating future country vaccine needs based on demographic data, disease burden, policy decisions, availability of financial resources and programmatic capacity.
<b>Developer, manufacturer, supplier</b>	Organisations involved in different stages of vaccine development and production: <i>Developer</i> designs and tests new vaccine candidates; <i>Manufacturer</i> or <i>Supplier</i> are used interchangeably for an organisation that produces licensed vaccines at scale and sells them to procurers. One entity can serve in multiple or all roles.
<b>Domestic Procurement</b>	Under specific circumstances, Gavi funding may be used by Gavi-supported countries to procure locally produced vaccines, subject to normal country co-financing obligations and other conditions described in the policy. Also referred to as self-procurement in the past.
<b>Future supplier base</b>	The process of building a comprehensive view of supplier profiles and portfolios, identifying risks to supply availability and affordability, interventions to support capabilities and sustainability), and influencing the environment (e.g., mitigation of risks of over-reliance on single NRAs, inputting to discussions on local/regional manufacturing hubs, aligning with other procurement entities on supply risks, manage impact of pandemics on market health), and improving alignment between support for vaccine development and market strategies.

<b>Gavi Vaccine Product Menu</b>	The list of vaccine products supported by Gavi for procurement, offering countries options based on criteria described in the product portfolio management (PPM) principles.
<b>Healthy Markets Framework (HMF)</b>	An enabler used by Gavi partners to enable a clear and consistent definition of what constitutes market health. The framework establishes a common way of thinking about market health; enables clear communication about how the Alliance assesses individual markets; and improves how potential trade-offs between different market dimensions and vaccine price are analysed. More details are provided in Table 2 and can be referenced here: <a href="https://www.gavi.org/sites/default/files/about/market-shaping/HMF-explainer.pdf">https://www.gavi.org/sites/default/files/about/market-shaping/HMF-explainer.pdf</a>
<b>Indicator</b>	A metric used to measure progress toward vaccine market shaping objectives. Outcome indicators track progress towards market-shaping goals (e.g., healthy markets, supply, price of fully vaccinating a child and innovation). Process indicators monitor the operational performance of core Alliance partners against priority interventions (e.g., demand forecasting).
<b>Innovation</b>	The development and adoption of new or improved vaccines or vaccine products (e.g., vaccines against new pathogens, improved protection through new vaccine types, new delivery mechanisms) that address unmet public health needs.
<b>Intellectual Property (IP)</b>	Legal rights that protect inventions, including vaccine composition and manufacturing technologies, which can influence market entry, pricing, and competition.
<b>International Vaccine Regulatory Systems</b>	The frameworks of laws, standards, and institutions at global, regional, and national levels that oversee the evaluation, approval, and monitoring of vaccines—spanning clinical trial oversight, Good Manufacturing Practices (GMP), vaccine licensure by National Regulatory Authorities (e.g., FDA, EMA), regional harmonisation platforms (e.g. AVAREF), global mechanisms such as WHO prequalification, and post-market surveillance including pharmacovigilance—to ensure vaccines are safe, effective, and of assured quality worldwide.
<b>Long-Term Agreements (LTAs)</b>	Contracts between UNICEF SD and suppliers that establish a framework for vaccine volumes and pricing over multiple years, providing stability for both the buyer and manufacturers.
<b>Market Shaping</b>	Deliberate actions by stakeholders to improve how vaccine markets function, with the goal of increasing access, affordability, supply security, and innovation.
<b>MSS Strategic Enabler</b>	A partnership, activity, mechanism, or actor that supports and facilitates the achievement of market shaping objectives, such as financing tools, technical assistance, or partnerships.

<b>MSS Strategic Priority</b>	A high-level area of focus within the market shaping strategy that guides Gavi's efforts during the strategic period to address critical market challenges.
<b>MSS Target Outcome</b>	A specific result or market outcome that Gavi aims to achieve through its market shaping interventions. Each target outcome is, aligned with one or more strategic priorities and the work to achieve them is carried out through MSS enablers.
<b>National Regulatory Authority (NRA)</b>	National agencies who are responsible for ensuring that products released for public distribution in their country (normally pharmaceuticals and biological products, such as vaccines) are evaluated properly and meet standards of effectiveness, safety and quality.
<b>Pooled Procurement</b>	Aggregated purchasing based on the aggregated demand of multiple customers (typically countries) to reduce procurement resourcing needs for each customer, ensure reliable and resilient supply, lower transaction costs of suppliers, and improve negotiation influence.
<b>Prequalified (PQ)</b>	Vaccine products that have been deemed by WHO, as acceptable for procurement by UN procurement agencies and countries. <sup>1</sup>
<b>Procurement Mechanisms</b>	The methods and systems through which vaccines are purchased, including direct procurement (e.g., national tendering), and pooled procurement mechanisms.
<b>Product Portfolio Management (PPM) Principles</b>	Specific conditions (i.e., SAGE recommendation, WHO PQ, reliable supply base, cost, meeting country preferences) that must be met for a vaccine presentation or product to be added to Gavi's product menu and offered to countries. In specific circumstances, the Alliance might need to limit the choices offered in the portfolio, for the purpose of consolidating demand, leveraging purchasing power, or ensuring uninterrupted supply. Decisions on active portfolio management are taken in consultation with countries and communicated to manufacturers in a timely manner to prevent interruption of programmes and supply.
<b>Product Profile (TPP / PPC)</b>	A document describing the desired characteristics of a vaccine (e.g., efficacy, safety, presentation, thermostability) to guide R&D and market preparation.
<b>Product Reference Group (PRG)</b>	A technical and advisory forum convened by UNICEF Supply Division to guide procurement strategies for vaccines. PRGs bring together UNICEF procurement specialists, technical experts, partner organisations (such as WHO, Gavi Secretariat, and other UN agencies), donors, and country representatives to review market dynamics, establish product requirements, and

<sup>1</sup> <https://extranet.who.int/prequal/>

	inform procurement approaches. A PRG's role is to ensure that procurement decisions are based on the latest technical standards, clinical guidance, and market intelligence, while balancing supply security, affordability, and innovation. Outputs from PRGs typically include product specifications, reference pricing, supplier engagement strategies, and risk assessments, which collectively support evidence-based and market-smart procurement practices.
<b>Quality, Quality Standards</b>	A comprehensive concept encompassing safety, efficacy, manufacturing consistency and compliance with international standards. Quality standards can be upheld by national regulatory authorities and/or the WHO through its prequalification service.
<b>Roadmap, market shaping roadmap</b>	<p>Documentation of the Alliance's long-term market strategy for each market.</p> <p>A roadmap includes an assessment of Gavi's past and potential future market shaping activities, Gavi demand scenarios, global demand estimates, information on supply dynamics and future entrants, pricing and costs of production, and suitability of existing vaccine products for immunisation programs in Gavi countries. Based on analysis using the Healthy Markets Framework, it prioritises objectives for the short, medium, and long term, through consideration of the trade-offs that may exist between different components of market health (e.g., larger supplier base or buffer capacity vs overall costs). For each objective in the roadmap, Alliance partners set target outcomes. Included in the roadmap is an action plan that describes interventions, actors, a timeline, and measurement indicators.</p> <p>Roadmaps are updated periodically to take into account new market information and refine the necessary interventions and tactics needed to influence the market.</p>
<b>Supply disruption / shortage</b>	A situation where available vaccine supply is insufficient to meet demand, either temporarily (disruption) or over a sustained period (shortage), potentially causing delays or gaps in immunisation.
<b>Square Group</b>	The Alliance's market shaping partnership comprising of the Gavi Secretariat's Market Shaping team, Gates Foundation, UNICEF Supply Division, and WHO-IVB.
<b>Supply Security</b>	Conditions within a vaccine market that impact the risk of interruptions to vaccination caused by a lack of vaccine supply, in the short and long terms. Interruptions to vaccine supply can be caused by individual supplier risks, supplier choices to discontinue production of some vaccines, or unplanned demand

	<p>surges. High or adequate supply security indicates lower risk of interrupted vaccination; low or minimal supply security indicates a higher risk of interrupted vaccination. Actions to manage supply security are different in each vaccine market, given their unique dynamics and often relies on the number, capacity, production capabilities (i.e., drug substance, drug product, fill/finish), location and reliability of suppliers in a market, combined with the predictability of demand.</p> <p>A new set of definitions and tolerances around the concept of supply security will be generated with Square MS partners as part of MSS6.0.</p>
<b>Sustainable</b>	The ability of an immunisation programme or a supplier to endure over the long term, typically referring to the financial aspects of financing immunisation or continuing as a vaccine supplier.
<b>Technology Transfer</b>	The process by which a vaccine developer or manufacturer licenses IP and shares knowledge, data, skills, equipment, and processes with another manufacturer or partner to enable them to produce, test, register, and/or supply a vaccine to required quality standards.
<b>Tiered Pricing</b>	A form of price differentiation in which different prices are charged for the same product, in different markets. Generally, manufacturers charge higher vaccine prices in higher-income countries, and lower prices for lower income countries.
<b>Vaccine, vaccine group</b>	The antigen class (or combination of antigens) that has been recommended or approved by the board through the Vaccine Investment Strategy process for current or future funding in Gavi supported countries. (e.g. pneumococcal conjugate vaccine (PCV))
<b>Vaccine market</b>	The system of interactions between vaccine manufacturers, procurers, funders, regulators, and national immunisation programmes that determine the availability, affordability, quality, and sustainability a particular vaccines and vaccine products against one or more diseases. (e.g., the pentavalent vaccine market; the malaria vaccine market)
<b>Vaccine presentation</b>	As presented in the Gavi Detailed Product Profiles (DPP), a vaccine presentation is defined by three factors: the doses per primary container (e.g. 1,5,10), the primary container type (e.g., vial/ampoule, plastic tube) and the pharmaceutical form (e.g. liquid, lyophilised). Vaccine products which differ from one another on any of these three factors are considered different presentations of the vaccine.
<b>Vaccine product</b>	A specific vaccine with distinct characteristics such as valency, presentation and/or manufacturer. For example, the PCV vaccine market has several products with different valency

	including 10-valent, 13-valent, and 15-valent and presentations such as 1, 4 and 5 doses per vial.
<b>Vaccine product price</b>	The monetary cost per dose, influenced by manufacturer pricing strategies, procurement mechanisms, and market dynamics.
<b>Vaccine type</b>	Within each vaccine or vaccine group, there can be variations in characteristics that differentiate the vaccine (e.g., number of serotypes in a PCV such as 10, 13 or 14), while often all vaccine types are considered equivalent (by WHO) in reducing the incidence of the targeted disease.
<b>Weighted Average Price (WAP)</b>	A methodology for determining an average price across a set of vaccines or vaccine products, accounting for the volume of each that is procured. It is calculated by dividing the total value purchased vaccines or vaccine products by the total volume of the same vaccines or vaccine products. Thus, this type of average accounts for not only the price of each individual vaccine but also the volume of each purchased.

Table 2 details each attribute of Gavi's Healthy Market Framework and their respective definitions. More detail can be found on Gavi's website: <https://www.gavi.org/sites/default/files/about/market-shaping/HMF-explainer.pdf>

Table 2: Healthy market framework attributes and definitions

Criteria	HMF Attribute	Definition
Demand health	<b>Materialisation of Demand</b>	The degree to which country introductions and campaigns materialise.
	<b>Predictability of Demand</b>	The degree to which both the quantity and timing of demand can be predicted and sustained by countries
	<b>Balanced Demand of Appropriate Products &amp; Timely Uptake of New Innovative Products</b>	The degree to which country product choices are data-driven, value-based; leading to balanced demand for appropriate products and timely uptake of new innovative products.
Supply dynamics	<b>Market Sustainability and Attractiveness</b>	The degree to which the market remains sufficiently attractive for incumbent suppliers to remain or new suppliers to enter
	<b>Regulatory/NRA Risk</b>	The magnitude of risk that doses cannot be released or exported from the country of production.
	<b>Supplier Base Risk</b>	The magnitude of risk that a supplier will be unable to supply expected doses.
	<b>Meeting Country Product Preference</b>	The degree to which available supplies can meet countries' product choices
	<b>Supply Meets Demand</b>	The degree to which overall supply can meet total forecasted demand.
Innovation	<b>Incentivising &amp; Scaling Up Innovations</b>	The degree to which ongoing innovations address countries' unmet needs and may be adopted by countries in the future.
Geopolitical & health security exposure	<b>Geopolitical and Regional Diversity Risk</b>	The degree to which regional diversification across suppliers mitigates geopolitical and health security risks.