

Commercial Insight: Generic Cancer Market - New Legislation and a Wave of Patent Expiries to Transform the Market

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Description

Introduction

Over the next 10 years a significant number of key oncology products, some with blockbuster status, will lose patent protection, thus exposing billions of dollars to generic erosion. While obviously a major threat to the key pharmaceutical players and sales of their branded products, this presents significant opportunities to potential generic manufacturers.

Scope

Overview of the current generic cancer market, including profiles of key products and events impacting each during 2004-14
Assessment of current and future opportunities and threats in the generic cancer market across the seven major pharmaceutical markets

Individual country, EU5 and seven-market sales forecasts from 2004 to 2014 for branded products and their generic counterparts

Detailed discussion of key strategic issues in the generic cancer market, plus three commercial impact and lifecycle management case studies

Highlights

The generic cancer market was worth \$1.3 billion in 2004, and is set to grow at a CAGR of 24.3% to reach \$10.9 billion by 2014. All classes of drugs are set to enjoy significant growth, although in some cases this is highly dependent on finalization and implementation of an explicit regulatory framework for the approval of biogenerics.

The cytotoxics and antihormonal therapy classes already suffer a high level of genericization, therefore further growth will arise via the patent expiration of existing newer products, some of which currently achieve, or are forecast to achieve, blockbuster sales of over \$1 billion a year by 2014.

The targeted therapies and supportive care products offer perhaps the greatest opportunities for generic players, given their potential for blockbuster sales and key roles in cancer management. However, potential players in these markets must be prepared to wait for the relevant biogeneric legislation to be passed.

Reasons to Purchase

Understand market specific drivers and predict the future potential of key generic cancer therapies

Assess the impact of patent expiries on key brand name products and identify the opportunities and risks for generic drugs in the seven major markets

Adopt knowledge to drive strategic planning for generic products and optimize market penetration of new entrants

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