

Commercial Insight: Top 20 Cancer Therapeutics - New treatment paradigms transforming market outlook

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Description

Introduction

The Top 20 cancer therapeutics generated sales of \$20.1 billion in 2005 across the seven markets, set to reach \$27.4 billion by 2015. Cytotoxics currently constitute the majority, due to their long history in oncology and their key role in current treatment. By 2015, the majority of the Top 20 will consist of targeted therapies, whose place in cancer therapy will become increasingly established.

Scope

Overview of the current Top 20 cancer therapeutics market, including profiles of key products and events impacting each during 2005-15

Assessment of current and future opportunities and threats in the cancer market across the seven major pharmaceutical markets

Individual country, EU5 and seven-market sales forecasts from 2005 to 2015 for the leading cancer therapeutics

Detailed discussion of assumptions and events used in forecast analysis, plus three commercial impact and lifecycle management case studies

Highlights

The Top 20 cancer therapeutics were worth nearly \$20.1 billion in sales in 2005 across the seven major markets. Given that the entire oncology market including the supportive care classes across the seven major markets, was worth \$34.6 billion in 2005, the Top 20 cancer therapeutics account for a significant proportion of sales, approximately 58%.

In 2005, the cytotoxics represented the majority of the Top 20, due to their long history in oncology and applicability for use across a range of tumor types. By 2015, the targeted therapies will constitute the majority as their inclusion into standard treatment continues and as line extension and horizontal expansion strategies are implemented.

Only the targeted therapies class is forecast to undergo positive sales growth between 2005 and 2015, as increased inclusion into standard regimens occurs. The cytotoxics and antihormonal therapies are set to experience negative sales growth to 2015, as patent expiries on key products occur and increasing levels of genericization erode sales.

Reasons to Purchase

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

Quantify the impact of key patent expiries and product launches, and identify opportunities and risks across the seven major markets

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

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