

Obesity Market Forecast

Published: 2009-JUL-29

Format: Interactive Model

Price: 15200 USD (Single User License)

Description

Introduction

The obesity market is easily characterized as attractive, featuring a booming patient potential needing long term therapy, but repeated product withdrawals and failed pipeline candidates highlight the reality of increasingly cautious regulatory bodies, reluctant payers, and a clinical community that puts more stock in diet and exercise: \$513.7m sales in 2008 fall far short of analyst predictions.

Reasons to Purchase

*Understand why predictions for this market have been repeatedly over-stated

*Qualify market expectations against the practicalities of targeting this unyielding market

*Assess the qualities of marketed and pipeline products and their commercial handling to determine their realistic prospects

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