

## The US Pharmaceutical Market 2009-2024

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### Description

The United States has by far the world's largest pharmaceutical market. In the twelve months to Q2 2009, the US accounted for 41% of world pharmaceutical sales. Its vast economy, high standard of living, minimal pricing controls and strong intellectual property rights help make it the world's most dominant pharma market. The US also has one of the most stringent regulatory environments in the world. This brand new report - US Pharmaceutical Market 2009-2024 - will provide you with extensive information about the US pharma market and industry to benefit your work. This report presents the information you really need to know, to assess this market in light of impending changes.

US Pharmaceutical Market 2009-2024 gives you current information and analyses you need to understand the following aspects of the US pharmaceuticals market, in particular:

- The regulatory environment
- The healthcare distribution system
- The prevalence and relevance of the insurance industry
- The pricing system for pharmaceuticals
- Government-run Medicare and Medicaid systems
- Direct-to-consumer advertising
- The legal and regulatory status of generics.

The US has been the world's most prominent pharma market for a long time, but what will happen next? Can the market sustain growth and, if so, by how much? What will happen when Lipitor's patent expires? Will the US market for cardiovascular treatments grow or shrink? What about the US market for cancer treatments? This report also includes interviews with three experts - Dr May Mak, Dr Donald Light and Mr Charlie Mayr - to provide additional insight into current market factors, looking ahead.

### US healthcare reforms – impact on the market

The US is on the verge of reforming its healthcare system. Under most schemes, the reforms will not take full effect until 2013. However, the prospect of reform could have a psychological impact even before then. This market study discusses important US healthcare issues, and takes potential reforms into account in its forecasts. How would wider insurance coverage affect prescription drug sales? Will governmental price negotiations be approved? If governmental negotiation is approved, how would that affect sales revenues?

This report addresses these and other relevant healthcare questions, and gives you a tool to help predict the impact of expected changes in US healthcare policy. We believe that significant US healthcare reform will happen from 2010. This report tells you what the changes could mean for pharma companies serving the US, both domestic and foreign.

### Comprehensive analysis of the United States' pharma sector

In particular, US Pharmaceutical Market 2009-2024 contains detailed sales forecasts and supporting information. The sections, data tables and figures include:

- Forecasts and other analyses for the total US pharma market
- Forecasts and other analyses for individual treatment categories, including mental health treatments, cardiovascular treatments, antiulcerants, cancer treatments, anti-epileptics, narcotics, HIV antivirals, human insulins and analogues
- Forecasts and other analyses for the over-the-counter (OTC) market
- Forecasts and other analyses for the generics market (which visiongain believes will eventually include biosimilars)
- SWOT tables outlining the strengths, weaknesses, opportunities and threats in the current and future US pharmaceutical market.

This new report examines that sector critically, through a comprehensive review of information sources, both primary and

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secondary. There are over 65 tables and figures included, as well as three detailed interviews with relevant authorities. The result is a comprehensive market- and industry-centred study, with analyses and informed opinion to benefit your work.

Crucial questions answered by this report – the main benefits of US Pharmaceutical Market 2009-2024

This new report provides a range of vital information, and answers a variety of questions. You will benefit from answers to crucial questions such as the following:

- Will the US market grow more quickly from 2009 to 2014, or from 2014 to 2019?
- Which treatment categories will grow in value? Which will shrink?
- What impact will patent expiries have on the cardiovascular market? On the mental health treatments market?
- Why will insulin sales increase significantly?
- What regulatory conditions make the US an attractive location for R&D?
- Will sales of generic drugs increase by value through to 2024? How much will they increase by volume?
- What are the major points of the healthcare reform bills? How will healthcare reform change insurance coverage?
- What are the restraints on the US OTC market? What are its drivers?
- What is Medicaid Part D? What will happen to pharma revenues if legislation for Part D changes?
- What will be THE major growth area for pharmaceuticals in the US from 2010 onwards?

Medical spending in the US is the highest per capita in the world. The US is the world-leader in sales and consumption of new drugs, but will this trend continue? How much more growth can the US market achieve? Which aspects of its market will prosper the most from 2009 to 2024?

You can obtain this report today

The US Pharmaceutical Market 2009-2024 will provide your organisation with the information it needs to understand this vast, changing pharma market - one with great international significance. The US has many significant opportunities for domestic and foreign companies, in both original-branded and generic pharmaceuticals. You can stay ahead by ordering this report today.

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