Cancer Market Outlook to 2015: Competitive Landscape, Market Size, Pipeline Analysis, and Growth Opportunities

Introduction

The report provides epidemiological analysis, and forecasts prevalence of the major cancer indications turning 2009-2015, including lung, breast, colorectal, and ovarian cancer markets. Also included are detailed analyses of the clinically differentiated products in the cancer pipeline by indication, and sales forecasts for key R&D pipeline products in the global cancer market.

Scope

- Forecasts of major cancer products introduced during 2009-2015, across major indications and classes of treatment.
- Strategic & growth analysis of leading pharmaceutical companies, including their sales by drug class, currently marketed products, and new products in R&D.
- Detailed analysis of major classes of cancer treatments, including antineoplastics and cytotoxic hormone therapies.
- Analysis of the clinically differentiated products in cancer pipeline by indication, and sales forecasts of key R&D pipeline products.

Research and analysis highlights

Antineoplastics formed the leading drug class for cancer treatment. While competition is strong within the antineoplastic market, four drugs dominated the global antineoplastics market - Roche's Avastin (bevacizumab), MabThera (rituximab), and Herceptin (trastuzumab), and Novartis's Glivec (imatinib).
Cytostatic hormone therapies formed the other major drug class in the global cancer market, which was led by cytostatic aromatase inhibitors, cytostatic gonad hormone analogs and cytostatic anti-androgens. Arimidex and Femara remained the leading drugs in cytostatic hormone therapy registering Y-o-Y growth of around 3% and 15% respectively in 2009.
In 2009, monoclonal antibodies (mAbs) accounted for the majority of sales, achieving almost 30% share among the top 10 brands in the global cancer market. This was largely driven by the commercial success of the mAb brands: MabThera, Avastin, and Herceptin.

Key reasons to purchase this research

• Develop insight into patient potential with coverage of cancer indications, 7 major markets & the top 10 players
• Understand how recent events are affecting the performance of major products & how their marketers are confronting competitive changes
• Gain up-to-date competitive intelligence across the cancer indications and understand the major issues affecting key pharmaceutical/biotech players
• Understand which indications have potential to provide franchise growth & how pharmaceutical companies are attempting to exploit these opportunities
• Compare pharmaceutical marketers franchises across indications & understand how market share of leading companies will change over the next 6 years

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