Antihormonal Cancer Therapies: Leading Brands Strive to Minimize Generic Sales

Erosion

Introduction

Antihormonal cancer therapies are used predominantly in the treatment of breast and prostate cancers. The high incidence of these tumors translates into a significant commercial potential for drug developers. The antihormonal therapy cancer brands generated $7 billion in the seven major pharmaceutical markets in 2009.

Scope

* In-depth analysis of the current and future antihormonal therapies market in the US, five European countries and Japan, plus a rest of world snapshot.

* Antihormonal therapy sales forecasts for brands and generics from 2009 to 2019.

* Assessment of the leading cancer brands and drug classes, and key success factors within this sector.

* Evaluation of the strategies of leading players in the antihormonals market.

Highlights

The report forecasts the antihormonals market to shrink marginally in the forecast period 2009-2019, by 0.7% annually.

In 2019, the top three brands in terms of forecast sales will be Arimidex, Lupron (leuprolide; Takeda/Abbott) and Casodex (bicalutamide; AstraZeneca). Despite losing around 54% of its current sales value to generic competitors, Arimidex will retain its market leading position.

In a mature market, the importance of product lifecycle management is high. AstraZeneca was the key player in the market in 2009, with an antihormonals portfolio valued at over
$3.2 billion. With successful lifecycle management and a considerable investment in marketing activities, AstraZeneca has built a strong brand presence for its products.

**Reasons to Purchase**

*Quantify the performance of each of the marketed antihormonal therapy cancer brands in the seven major markets over the period 2009 to 2019.*

*Acquire a detailed account of antihormonal therapy cancer brand dynamics and the events that drive and limit their market growth.*

*Benchmark antihormonal therapy cancer brands against their generics and rest of class, and align the $7 billion performance with a rest of world snapshot.*

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