

## **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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