

## Biotechnology: Global Industry Guide

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Datamonitor's Biotechnology: Global Industry Guide is an essential resource for top-level data and analysis covering the Biotechnology industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape, and profiles of the leading companies. This incisive report provides expert analysis on a global, regional and country basis.

### Scope of the Report

- Contains an executive summary and data on value, volume and segmentation
- Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Covers the Global, European and Asia-Pacific markets as well as individual chapters on 5 major markets (France, Germany, Japan, the UK and the US).
- Includes a five-year forecast of the industry

### Highlights

The global biotechnology market grew by 4% in 2009 to reach a value of \$200.9 billion.

In 2014, the global biotechnology market is forecast to have a value of \$318.4 billion, an increase of 58.5% since 2009.

Medical/Healthcare is the largest segment of the global biotechnology market, accounting for 66.2% of the market's total value.

Americas accounts for 48.4% of the global biotechnology market value.

Rapid market growth should encourage new players into the fray, but rivalry is assessed as moderate in a market where the typical player is an SME.

### Why you should buy this report

- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

### Market Definition

The biotechnology market consists of the development, manufacturing and marketing of products based on advanced biotechnology research. The market value reflects revenues of companies within this market from product sales, licensing fees, royalties and research funding. Any currency conversions used in the

creation of this report have been calculated using constant 2009 annual average exchange rates

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