

Generics Market Outlook: 2015

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Abstracts

Introduction

Historical and forecast analysis of the entire generics industry from 2005 through to 2015. Strategic dynamics within the sector are broken down by company, geography, therapy area and formulation. See how Big Pharma companies' strategic shift away from blockbuster small molecule products will impact generics companies.

Features and benefits

Analyze historical and forecast generics sales by geography, therapy area, formulation and company

Analyze the relationship between the branded prescription pharmaceutical industry and the generics sector

Highlights

The generics industry has developed significantly over the past decade and represents an integral element of the broader prescription pharmaceutical market. This role as the 'commoditizer' of the pharmaceutical industry will remain intact; however, the level of sales growth achieved by the generics industry in recent years will not be sustainable.

Sales growth will slow due to a fundamental change in the growth strategies implemented by branded players - Big Pharma in particular - which have become characterized by a smaller number of blockbuster launches and increased investment in biologics and vaccines.

Your key questions answered

Assess the outlook for the generics industry through to 2015

Evaluate the effects of the end of Big Pharma's blockbuster era on the generics industry

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Key findings

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Big Pharma has learnt to take the generics industry seriously

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Generic players have 'piggybacked' blockbuster boom

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US market will act as primary growth resistor

Branded players have adapted – generic industry will be forced to follow

Fundamental shift in generic landscape over next decade

Biosimilars – the key growth opportunity for generics manufacturers?

US approval pathway delay highlights 'bioequivalence' issue

Biosimilars market could attract diverse competition

Erosion dynamics will be much different to typical generics market

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Leading generics companies**Teva**

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Sandoz

- Sales analysis
- Therapy area analysis
- Formulation analysis
- Geographic analysis

Mylan

- Sales analysis
- Therapy area analysis
- Formulation analysis
- Geographic analysis

Apotex

- Sales analysis
- Therapy area analysis
- Formulation analysis
- Geographic analysis

Hospira

- Sales analysis
- Therapy area analysis
- Formulation analysis
- Geographic analysis

Ranbaxy

- Sales analysis
- Therapy area analysis
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Watson

- Sales analysis
- Therapy area analysis
- Formulation analysis
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