

Global Testosterone Therapy Market: Trends and Opportunities (2013-2018)

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Abstracts

Scope of the Report

The report titled “Global Testosterone Therapy Market”: Trends & Opportunities (2013-2018)” provides an in-depth analysis of the global Testosterone Therapy market with detailed analysis of symptoms, diagnosis and treatment of testosterone deficiency. The report majorly focuses on the US testosterone therapy market and also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall testosterone therapy industry has also been forecasted for the period 2013-2018, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. Further, key players of the industry like AbbVie Inc, Actavis Inc, Eli Lilly & Co. and Auxilium Pharmaceuticals Inc are profiled.

Company Coverage

AbbVie Inc

Actavis Inc

Eli Lilly & Co.

Auxilium Pharmaceuticals Inc

Executive Summary

Testosterone Therapy is a process of giving testosterone when the human body does not produce sufficient amount of testosterone because of old age, injury, damage or absence. Male hypogonadism means the testicles don't produce enough of the male sex hormone testosterone; this is when testosterone replacement therapy (TRT) is used as a solution. TRT has gained momentum in the last decade with increase in the number of cases of hypogonadism.

The sales of testosterone products have increased globally and it is expected to increase even further in coming years. The U.S is the main market for TRT with the highest penetration rate and characterized by the presence of all the major market players including AbbVie, Eli Lilly, Auxillium Pharmaceuticals and Actavis. Low penetration rate of testosterone replacement therapy in the geographical regions of Europe and Asia-Pacific is because of the fact that this is a lesser known technology. But nevertheless, low penetration and higher need for this treatment results in a largely untapped market that needs strong promotional activities and awareness programs.

New Products such as Axiron, AndroGel 1.62% and Foresta, which were introduced recently in the market are slowly replacing old brands and are gaining market share. Gels are becoming the dominant segment of testosterone deficiency treatment and are replacing injectables, orals and patches segments.

Contents

1. EXECUTIVE SUMMARY

2. LOW TESTOSTERONE: CAUSES AND TREATMENT

- 2.1 Causes of Low Testosterone
- 2.2 Symptoms of Low Testosterone
- 2.3 Low Testosterone Detection
- 2.4 Hypogonadism
 - 2.4.1 Classification of Hypogonadism
- 2.5 Testosterone Deficiency with Ageing
- 2.6 Treatments of Low Testosterone
 - 2.6.1 Transdermal
 - 2.6.2 Sublingual/Buccal
 - 2.6.3 Subcutaneous Pellet
 - 2.6.4 Injectable
 - 2.6.5 Oral
- 2.7 Benefits of Testosterone Replacement Therapy
- 2.8 Risks of Testosterone Replacement Therapy

3. GLOBAL TESTOSTERONE THERAPY MARKET: AN ANALYSIS

- 3.1 Market Sizing and Growth
- 3.2 Market Share of Testosterone Products
- 3.3 Global Testosterone Replacement Therapy Treatment Penetration
- 3.4 Distribution of Testosterone Therapy Options
- 3.5 Global Hypogonadism Market Size and Forecast
- 3.6 Number of patients Treated Globally by Hypogonadism and Forecast

4. THE U.S TESTOSTERONE THERAPY MARKET: AN ANALYSIS

- 4.1 Market Sizing and Growth: Actual and Forecast
- 4.2 The U.S Testosterone Products Sales
- 4.3 The U.S Market Share for Transdermal Products
- 4.4 The U.S and Ex-U.S Testosterone Therapy Share
- 4.5 The U.S Hypogonadism Market Size and Forecast
- 4.6 Number of Patients Treated in the U.S for Hypogonadism and Forecast
- 4.7 The U.S and Ex-U.S Hypogonadism Treatment Penetration

5. TESTOSTERONE THERAPY MARKET: COMPETITIVE LANDSCAPE

- 5.1 Testosterone Products Produced by Leading Companies
- 5.2 Revenue by Product
- 5.3 Annual Sales Growth of Companies

6. TESTOSTERONE THERAPY: MARKET DYNAMICS

- 6.1 Challenges of Testosterone Therapy Market
- 6.2 Growth Drivers
- 6.3 Market Trends
 - 6.3.1 New Product Portfolio
 - 6.3.2 New Methods of TRT
 - 6.3.3 Testosterone Therapy for Women

7. TESTOSTERONE THERAPY MARKET: COMPANY ANALYSIS

- 7.1 Abbvie Inc.
 - 7.1.1 Business Overview
 - 7.1.2 Financial Overview
 - 7.1.3 Business Strategy
- 7.2 Auxilium Pharmaceuticals, Inc.
 - 7.2.1 Business Overview
 - 7.2.2 Financial Overview
 - 7.2.3 Business Strategy
- 7.3 Actavis Inc.
 - 7.3.1 Business Overview
 - 7.2.2 Financial Overview
 - 7.2.3 Business Strategy
- 7.4 Eli Lilly & Co
 - 7.4.1 Business Overview
 - 7.4.2 Financial Overview
 - 7.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

- Figure 1: Main Symptoms of Testosterone Deficiency
- Figure 2: Percentage of Testosterone Deficient According to Age Distribution
- Figure 3: Benefits of Testosterone Therapy
- Figure 4: Side Effects of Testosterone Therapy
- Figure 5: Global Testosterone Market Sales: 2005 to 2012 (US\$ Million)
- Figure 6: Global Testosterone Market Sales Forecast: 2013 to 2018 (US\$ Million)
- Figure 7: Market Share of Testosterone Products: 2011 to 2013
- Figure 8: Global Testosterone Replacement Therapy Treatment Penetration Rate as of 2012
- Figure 9: Distribution of Testosterone Therapy Options by Country as of 2011
- Figure 10: Global Market Size of Hypogonadism: 2010 to 2012 (US\$ Billion)
- Figure 11: Global Market Size of Hypogonadism Forecasted: 2013 to 2018 (US\$ Billion)
- Figure 12: Number of Patients Treated Globally by Hypogonadism: 2010 to 2012 (Million)
- Figure 13: Number of Patients Treated Globally by Hypogonadism Forecast: 2013 to 2018 (Million)
- Figure 14: The U.S Testosterone Market Sale: 2007 to 2012 (U.S\$ Million)
- Figure 15: The U.S Testosterone Market Sale Forecast: 2013 to 2018 (U.S\$ Million)
- Figure 16: The U.S Testosterone Products Sale: 2007 to 2012 (U.S\$ Million)
- Figure 17: The U.S Testosterone Therapy Share as of 2012
- Figure 18: Ex-U.S Testosterone Share as of 2012
- Figure 19: The U.S Hypogonadism Market size: 2010 to 2012 (US\$ Billion)
- Figure 20: The U.S Hypogonadism Market size Forecast: 2013 to 2018 (US\$ Billion)
- Figure 21: Number of Patients Treated in the U.S for Hypogonadism: 2010 to 2012 (Million)
- Figure 22: Number of Patients Treated in the U.S for Hypogonadism Forecast: 2013 to 2018 (Million)
- Figure 23: The U.S and Ex-U.S Hypogonadism Treatment Penetration as of June 2012 (Million People)
- Figure 24: Revenue of Testosterone Products for 2012 (US\$ Million)
- Figure 25: Growth Rate of Leading Companies in 2012
- Figure 26: Abbvie Revenue: 2008 to 2012 (US\$ Billion)
- Figure 27: Auxilium Revenue: 2008 to 2012 (US\$ Million)
- Figure 28: Actavis Revenue: 2008 to 2012 (US\$ Billion)
- Figure 29: Eli Lilly & Co Revenue: 2008 to 2012 (US\$ Billion)

List Of Tables

LIST OF TABLES

Table 1: Classification of Hypogonadism

Table 2: Methods of Treating Low Testosterone

Table 3: Testosterone Formulation Pros and Cons

Table 4: Benefits of Testosterone Replacement Therapy

Table 5: Risks of Testosterone Replacement Therapy

Table 6: The U.S Share for Transdermal Products: 2011 to 2013

Table 7: Testosterone Products Produced By Leading Companies

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