

# 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.

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