

# Branded Generics: A Gateway to Emerging Markets

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## Abstracts

Around the globe, emerging markets are on the move. From Brazil, Russia and India to China, Turkey, Mexico and South Korea, experts predict emerging markets will represent 70 percent of industry growth rates by 2013.

While some leading companies have already established their foothold in those regions with the standard approach of offering low-volume innovative drugs to the emerging middle class, others are taking a far more inventive approach—branded generics.

A hybrid of generic and brand name products, branded generics not only allow companies to use existing distribution systems and established marketing techniques to sell premium-priced generics, they offer consumers the reassurance of a trusted name amidst rising fears of unsafe counterfeits.

What's more, it makes sense. Along with a dense population constantly searching for a better standard of living, increased lifestyle-related disease and new healthcare reforms in developing nations, emerging markets offer untapped potential.

In *Branded Generics--A Gateway to Emerging Markets*, FirstWord delves into the potential of branded generics, and the progress key companies are already experiencing. The report, which explores the strategies being employed, from acquiring generic companies to marketing licensed products, examines the opportunities, drawbacks and potential hurdles of this inventive approach. Offering an overview of the generics market in emerging economies, the report includes an outline of opportunities, case studies and a prescription for how to succeed. Concisely written and backed by solid statistics, charts and diagrams, FirstWord's latest report offers a fast-track into what has become a critical new market.

## The report offers insights into

*Branded Generics: A Gateway to Emerging Markets*

How major pharma companies are using innovative strategies to engage a new market

Which critical issues face new players

## **The report**

Examines the current state of generics in emerging markets

Reviews which companies are making inroads and how

Includes statistics, charts and market analysis for Asia, Central and Eastern Europe and Latin America

Reviews strategies used for entry, pricing and branding

Provides an overview on the hurdles and opportunities for those entering the market

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