

# Consensus Outlook: Prostate Cancer- Competition intensifies in race to the top

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## Abstracts

### Charting the Future Prostate Cancer Market Landscape

The prostate cancer market has experienced substantial changes in the last five years with patent expiries of key compounds and approvals of new novel therapies. The launch of Zytiga (abiraterone acetate), Medivation/Astellas' Xtandi (enzalutamide) and Algeta/Bayer's Xofigo are set to trigger the global prostate cancer market to grow from \$3.5 billion in 2012 to \$7.7 billion in 2017.

Consensus Outlook: Prostate Cancer – Competition intensifies in race to the top analyses the global prostate cancer market players and products of today and tomorrow. Start mapping your market parameters with access to the following comprehensive resources:

An in-depth 5-year forecast report based on analyst consensus, mapping the impact of future events to predicted product performance

A detailed forecast data analysis spreadsheet model comparing critical market parameters including market size, product sales, market shares and competitive status over the period 2007 to 2017

- Timely event-driven market forecast report and data analysis updates over the next 12 months

Report Benefits:

Consensus Outlook: Prostate Cancer – Competition intensifies in race to the top will allow you to:

Evaluate future sales forecasts and anticipated market growth

Map your market parameters and chart commercial prospects

Assess market share by company and product

Tailor your strategic and investment focus based on the competition

Set proactive launch and branding strategies

Keep up with event-driven market data updates

#### Forecast analysis report

The forecast analysis report component of Consensus Outlook: Prostate Cancer delivers a rich analysis of product-level sales forecast data and of the future events that underpin these forecasts. The product of meticulous FirstWord research, the report's historical sales data (2007–12) is based on company information, and the five-year (2013-17) product level sales forecasts are consensus projections derived from a comprehensive selection of continually assessed equity research reports.

Prostate Cancer – Competition intensifies in race to the top combines independent, unbiased, accurate forecasts with invaluable insights into factors that impact future product performance, backed by research of analysts who have an unrivalled level of intimacy with the market, the players, their products, and their strategies. Key features include:

#### Report features:

Historical prostate cancer sales from 2007–2012

Forecast prostate cancer sales from 2013-2017

Key competitors and drug developers

Anticipated product positioning

Current and late-stage pipeline drugs

Future event mapping to forecast data points

Comparative clinical trial results

## Forecast data model

FirstWord's Prostate Cancer forecast data model allows you to examine detailed Excel spreadsheets to quickly compare various market parameters including:

Market size

Product sales

Company forecasts

Company, brand, and drug class

Mechanism of action

Future events

## Event-driven forecasts

Stay a step ahead with Therapy Trends Event Assessments. Over the next 12 months, you will receive updated qualitative analysis every time a major market event breaks. Updates will be delivered straight into your inbox within days of each event's occurrence.

Whether it's a predicted product approval or an unexpected late stage failure, Therapy Trends has the resources and knowledge to keep you up to date with the latest market analysis.

## Methodology

*Consensus Outlook: Prostate Cancer- Competition intensifies in race to the top*

For each Therapy Trends report, FirstWord analysts produce a data analysis module, a Consensus Outlook, which provides annual historical and forecast, product-level sales data. Historical sales data is derived from company information, while the five-year (2013-17) product level sales forecasts are consensus projections derived from a comprehensive selection of continually assessed equity research reports.

Once a Therapy Trends data module is published, FirstWord analysts subsequently collate and evaluate the latest relevant reports published by equity research analysts and feed relevant updated forecasts into the Therapy Trends forecast model.

Consensus forecasts derived from the leading equity research analysts reflect the most up-to-date assessment of the pharmaceutical market, with equity analyst models updated to reflect a broad spectrum of events and catalysts, which range from the publication of quarterly financial results to in-depth discussions with leading key opinion leaders (KOLs). Consensus forecasts also act as an excellent benchmark against which other projections – produced either internally or by other third parties – can be assessed.

Equity research teams utilize a selection of analytical frameworks to generate product level forecasts, focusing heavily on patient and event based modelling. In addition to consensus forecasting, FirstWord Therapy Trend data modules also collate and analyse the key future events that are anticipated to impact product level forecasts and shape the broader context of a specific disease area – to produce a ‘consensus calendar’ of events designed to help inform FirstWord clients on how the market will evolve.

Leading equity research analysts have a deep intimacy with the prescription pharmaceutical market and the companies they cover; supported by unrivalled research resources, this highly analytical insight extends to the product franchises of these companies (driven by a ‘bottom-up’ forecasting methodology) and the strategic protocols being pursued by company management.

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