

# Blockbuster Oncology Brands Market Size, Share & Trends Analysis Report By Brand (Opdivo, Revlimid, Zejula), By Indication (Lung Cancer, Lymphoma, Multiple Myeloma), And Segment Forecasts, 2018 - 2027

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## Abstracts

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The global blockbuster oncology brands market is poised to reach USD 62.80 billion by 2027, according to a new report by Grand View Research, Inc., progressing at a CAGR of 7.3% during the forecast period. Shift towards immunotherapies coupled with increasing number of indication expansion trials is one of the primary growth stimulants for the market.

Current market analysis reveals Revlimid and Opdivo as bestselling therapies in the marketplace in 2017. However, a robust pipeline will uplift Opdivo's sales, while Revlimid's patent expiration will lower its revenue share in the market by 2027. Although Keytruda poses strong competition to Opdivo, especially after bagging a frontline approval for NSCLC in 2017, the immunotherapeutic is expected to trail behind the latter by 2027.

Lifecycle management strategies, including expansion of approved indications and development of combination therapies, underline competitive dynamics in the global blockbuster oncology brands market. Collaborative agreements signed by participating companies facilitate development, commercialization, and regional expansion of products. Such strategies not only enable players to gain easy access into new markets, but also allow them to leverage scientific and technological expertise of their collaborative partner.

Further key findings from the report suggest:

North America dominated the global arena in 2017, with approximately 65.0% share. The region is likely to maintain its position through 2027

In terms of revenue, the lung cancer segment is estimated to expand at a CAGR of over 9.0% during the forecast period

The multiple myeloma segment held more than 30.0% of the market revenue in 2017 and is anticipated to lose its position to lung cancer by 2027

Europe is projected to experience modest growth during the forecast period due to delays in cost-effectiveness analysis, carried out by health technology assessment bodies, slowing approval process and lowering reimbursement

Some of the key companies present in the market are Tesaro, Inc.; Merck &Co.; Bristol Myers Squibb; AstraZeneca Plc; and Roche Ltd.

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Research Methodology
- 1.2 Research Scope And Assumptions
- 1.3 List Of Abbreviations

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Market Summary

### **CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE**

- 3.1 Market Segmentation

### **CHAPTER 4 MARKET DEFINITIONS**

### **CHAPTER 5 INDUSTRY OUTLOOK**

- 5.1 Business Segment Trend Analysis
- 5.2 Pricing Analysis
- 5.3 Market Variable Analysis
  - 5.3.1 Market Drivers Analysis
    - 5.3.1.1 Accelerated Approvals Expedite Market Launch
    - 5.3.1.2 Immuno-Oncology Therapies As First Line Treatment
  - 5.3.2 Market Restraints Analysis
    - 5.3.2.1 High Therapy Costs Hinders Market Access
- 5.4 Business Environment Analysis Tools
  - 5.4.1 SWOT Analysis; By Factor (POLITICAL & LEGAL, Economic And Technological)
  - 5.4.2 Porter's Five Forces Analysis

### **CHAPTER 6 COMPETITIVE & VENDOR LANDSCAPE**

- 6.1 Market Participation Categorization
  - 6.1.1 Market Leaders
  - 6.1.2 Innovators
- 6.2 Strategic Initiatives & Outcome Analysis
  - 6.2.1 List Of Key Strategies, By Company

- 6.4 List Of Key Companies, By Region
- 6.5 List Of Key Companies, By Indication
- 6.6 List Of Key Companies, By Brands
- 6.7 Company Market Share Analysis

## **CHAPTER 7 REGULATORY AND POLITICAL FORCES**

- 7.1 Regulatory Landscape
  - 7.1.1 North America
  - 7.1.2 Europe
  - 7.1.3 Asia Pacific
  - 7.1.4 Middle East & Africa
  - 7.1.5 Latin America

## **CHAPTER 8 BRANDS BUSINESS ANALYSIS**

- 8.1 Blockbuster Oncology Brands Market: Brand Analysis
  - 8.1.1. Tagrisso
    - 8.1.1.1 Tagrisso, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.2 Tecentriq
    - 8.1.2.1 Tecentriq, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.3 Ibrance
    - 8.1.3.1 Ibrance, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.4 Perjeta
    - 8.1.4.1 Perjeta, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.5 Zejula
    - 8.1.5.1 Zejula, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.6 Gazyva
    - 8.1.6.1 Gazyva, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.7 Revlimid
    - 8.1.7.1 Revlimid, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.8 Darzalex
    - 8.1.8.1 Darzalex, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.9 Imbruvica
    - 8.1.9.1 Imbruvica, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.10 Opdivo
    - 8.1.10.1 Opdivo, By Revenue, 2015 - 2027 (USD Million)
  - 8.1.11 Keytruda
    - 8.1.11.1 Keytruda, By Revenue, 2015 - 2027 (USD Million)

## **CHAPTER 9 INDICATIONS BUSINESS ANALYSIS**

### 9.1. Blockbuster Oncology Brands: Indications Movement Analysis

#### 9.1.1. Lung Cancer

9.1.1.1 Lung Cancer Estimates And Forecasts, 2015 - 2027 (USD Million)

#### 9.1.2 Breast Cancer

9.1.2.1 Breast Cancer Estimates And Forecasts, 2015 - 2027 (USD Million)

#### 9.1.3 Multiple Myeloma

9.1.3.1 Multiple Myeloma Estimates And Forecasts, 2015 - 2027 (USD Million)

#### 9.1.4 Lymphoma

9.1.4.1 Lymphoma Estimates And Forecasts, 2015 - 2027 (USD Million)

#### 9.1.5 Others

9.1.5.1 Lymphoma Estimates And Forecasts, 2015 - 2027 (USD Million)

## **CHAPTER 10 REGIONAL BUSINESS ANALYSIS**

### 10.1. Blockbuster Oncology Brands Market: Regional Movement Analysis

#### 10.1.1. North America

10.1.1.1 North America Market Estimates And Forecast, 2015 - 2027

##### 10.1.1.2 U.S.

10.1.1.2.1 U.S. Blockbuster Oncology Brands Market, 2015 - 2027 (USD Million)

##### 10.1.1.3 Canada

10.1.1.3.1 Canada Blockbuster Oncology Brands Market, 2015 - 2027 (USD Million)

#### 10.1.2. Europe

10.1.2.1 Europe Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.2 Germany

10.1.2.2.1 Germany Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.3 U.K.

10.1.2.3.1 U.K. Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.4 France

10.1.2.4.1 France Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.5 Italy

10.1.2.5.1 Italy Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.6 Spain

10.1.2.6.1 Spain Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.7 Denmark

10.1.2.7.1 Denmark Market Estimates And Forecast, 2015 - 2027

##### 10.1.2.8 Switzerland

- 10.1.2.8.1 Switzerland Market Estimates And Forecast, 2015 - 2027
- 10.1.2.9 Poland
  - 10.1.2.9.1 Poland Market Estimates And Forecast, 2015 - 2027
- 10.1.3 Asia Pacific
  - 10.1.3.1 Asia Pacific Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.2 Japan
    - 10.1.3.2.1 Japan Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.3 China.
    - 10.1.3.3.1 China Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.4 India
    - 10.1.3.4.1 India Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.5 New Zealand
    - 10.1.3.5.1 New Zealand Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.6 Australia
    - 10.1.3.6.1 Australia Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.7 Philippines
    - 10.1.3.7.1 Philippines Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.8 S.Korea
    - 10.1.3.8.1 S.Korea Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.9 Indonesia
    - 10.1.3.9.1 Indonesia Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.10 Hong Kong
    - 10.1.3.10.1 Hong Kong Market Estimates And Forecast, 2015 - 2027
  - 10.1.3.11 Singapore
    - 10.1.3.11.1 Singapore Market Estimates And Forecast, 2015 - 2027
- 10.1.4 Latin America
  - 10.1.4.1 Latin America Market Estimates And Forecast, 2015 - 2027
  - 10.1.4.2 Brazil
    - 10.1.4.2.1 Brazil Market Estimates And Forecast, 2015 - 2027
  - 10.1.4.3 Mexico
    - 10.1.4.3.1 Mexico Market Estimates And Forecast, 2015 - 2027
  - 10.1.4.4 Argentina
    - 10.1.4.4.1 Argentina Market Estimates And Forecast, 2015 - 2027
- 10.1.5 Middle-East
  - 10.1.5.1 Middle-East And Africa Market Estimates And Forecast, 2015 - 2027
  - 10.1.5.2 Saudi Arabia
    - 10.1.5.2.1 Saudi Arabia Market Estimates And Forecast, 2015 - 2027
  - 10.1.5.3 Turkey.
    - 10.1.5.3.1 Turkey Market Estimates And Forecast, 2015 - 2027

#### 10.1.5.4 Israel

##### 10.1.5.4.1 Israel Market Estimates And Forecast, 2015 - 2027

## **CHAPTER 11 COMPANY PROFILE**

### **11.1 BRISTOL MYERS SQUIBB**

- 11.1.1 Company overview
- 11.1.2 Financial performance
- 11.1.3 Product overview
- 11.1.4 Regulatory developments
- 11.1.5 Product pipeline
- 11.1.6 Business strategies
- 11.1.7 Swot analysis

### **11.2 MERCK & CO.**

- 11.2.1 Company overview
- 11.2.2 Financial performance
- 11.2.3 Product overview
- 11.2.4 Regulatory developments
- 11.2.5 Product pipeline
- 11.2.6 Business strategies
- 11.2.7 Swot analysis

### **11.3 ROCHE**

- 11.3.1 Company overview
- 11.3.2 Financial performance
- 11.3.3 Product overview
- 11.3.4 Product pipeline
- 11.3.5 Business strategies
- 11.3.6 Swot analysis

### **11.4 PFIZER**

- 11.4.1 Company overview
- 11.4.2 Financial performance
- 11.4.3 Product overview
- 11.4.4 Product pipeline
- 11.4.5 Business strategies
- 11.4.6 Swot analysis

### **11.5 ASTRAZENECA**

- 11.5.1 Company overview
- 11.5.2 Financial performance
- 11.5.3 Product overview

- 11.5.4 Product pipeline
- 11.5.5 Business strategies
- 11.5.6 swot analysis
- 11.6 TESARO
  - 11.6.1 Company overview
  - 11.6.2 Financial performance
  - 11.6.3 Product overview
  - 11.6.4 Product pipeline
  - 11.6.5 Business strategies
  - 11.6.6 Swot analysis

## **CHAPTER 12 PIPELINE ANALYSIS**

- 12.1 Therapies in focus
- 12.2 Strong future players
- 12.3 Market outlook



## List Of Tables

### LIST OF TABLES

Table 1 Global Blockbuster Oncology Brands Market, by region, 2015 - 2027 (USD Million)

Table 2 Global Blockbuster Oncology Brands Market, by Indications, 2015 - 2027 (USD Million)

Table 3 Global Blockbuster Oncology Brands Market, by Brands, 2015 - 2027 (USD Million)

Table 4 North America Market, by country, 2015 - 2027 (USD Million)

Table 5 North America Market, by Indication, 2015 - 2027 (USD Million)

Table 6 North America Market, by Brand, 2015 - 2027 (USD Million)

Table 7 U.S. Market, by Indication, 2015 - 2027 (USD Million)

Table 8 U.S. Market, by Brand, 2015 - 2027 (USD Million)

Table 9 Canada Market, by Indication, 2015 - 2027 (USD Million)

Table 10 Canada Market, by Brand, 2015 - 2027 (USD Million)

Table 11 Europe Market, by country, 2015 - 2027 (USD Million)

Table 12 Europe Market, by Indication, 2015 - 2027 (USD Million)

Table 13 Europe Market, by Brands, 2015 - 2027 (USD Million)

Table 14 France Market, by Brands, 2015 - 2027 (USD Million)

Table 15 France Market, by Indication, 2015 - 2027 (USD Million)

Table 16 Germany Market, by Indication, 2015 - 2027 (USD Million)

Table 17 Germany Market, by Brands, 2015 - 2027 (USD Million)

Table 18 Italy Market, by Indication, 2015 - 2027 (USD Million)

Table 19 Italy Market, by Brands, 2015 - 2027 (USD Million)

Table 20 Spain Market, by Indication, 2015 - 2027 (USD Million)

Table 21 Spain Market, by Brands, 2015 - 2027 (USD Million)

Table 22 UK Market, by Indication, 2015 - 2027 (USD Million)

Table 23 UK Market, by Brands, 2015 - 2027 (USD Million)

Table 24 Switzerland Market, by Indication, 2015 - 2027 (USD Million)

Table 25 Switzerland Market, by Brands, 2015 - 2027 (USD Million)

Table 26 Denmark Market, by Indication, 2015 - 2027 (USD Million)

Table 27 Denmark Market, by Brands, 2015 - 2027 (USD Million)

Table 28 Poland Market, by Indication, 2015 - 2027 (USD Million)

Table 29 Poland Market, by Brands, 2015 - 2027 (USD Million)

Table 30 APAC Market, by country, 2015 - 2027 (USD Million)

Table 31 APAC Market, by Indication, 2015 - 2027 (USD Million)

Table 32 APAC Market, by Brands, 2015 - 2027 (USD Million)

- Table 33 Hong Kong Market, by Indication, 2015 - 2027 (USD Million)
- Table 34 Hong Kong Market, by Brand, 2015 - 2027 (USD Million)
- Table 35 Singapore Market, by Indication, 2015 - 2027 (USD Million)
- Table 36 Singapore Market, by Brands, 2015 - 2027 (USD Million)
- Table 37 China Market, by Indication, 2015 - 2027 (USD Million)
- Table 38 China Market, by Brands, 2015 - 2027 (USD Million)
- Table 39 India Market, by Indication, 2015 - 2027 (USD Million)
- Table 40 India Market, by Brands, 2015 - 2027 (USD Million)
- Table 41 Japan Market, by Indication, 2015 - 2027 (USD Million)
- Table 42 Japan Market, by Brands, 2015 - 2027 (USD Million)
- Table 43 Indonesia Market, by Indication, 2015 - 2027 (USD Million)
- Table 44 Indonesia Market, by Brands, 2015 - 2027 (USD Million)
- Table 45 New Zealand Market, by Indication, 2015 - 2027 (USD Million)
- Table 46 New Zealand Market, by Brands, 2015 - 2027 (USD Million)
- Table 47 Australia Market, by Indication, 2015 - 2027 (USD Million)
- Table 48 Australia Market, by Brands, 2015 - 2027 (USD Million)
- Table 49 Philippines Market, by Indication, 2015 - 2027 (USD Million)
- Table 50 Philippines Market, by Brands, 2015 - 2027 (USD Million)
- Table 51 South Korea Market, by Indication, 2015 - 2027 (USD Million)
- Table 52 South Korea Market, by Brands, 2015 - 2027 (USD Million)
- Table 53 Latin America Market, by country, 2015 - 2027 (USD Million)
- Table 54 Latin America Market, by Indication, 2015 - 2027 (USD Million)
- Table 55 Latin America Market, by Brands, 2015 - 2027 (USD Million)
- Table 56 Argentina Market, by Brands, 2015 - 2027 (USD Million)
- Table 57 Argentina Market, by Indication, 2015 - 2027 (USD Million)
- Table 58 Brazil Market, by Indication, 2015 - 2027 (USD Million)
- Table 59 Brazil Market, by Brands, 2015 - 2027 (USD Million)
- Table 60 Mexico Market, by Indication, 2015 - 2027 (USD Million)
- Table 61 Mexico Market, by Brands, 2015 - 2027 (USD Million)
- Table 62 MEA Market, by country, 2015 - 2027 (USD Million)
- Table 63 MEA Market, by Indication, 2015 - 2027 (USD Million)
- Table 64 MEA Market, by Brands, 2015 - 2027 (USD Million)
- Table 65 Saudi Arabia Market, by Indication, 2015 - 2027 (USD Million)
- Table 66 Saudi Arabia Market, by Brands, 2015 - 2027 (USD Million)
- Table 67 Turkey Market, by Indication, 2015 - 2027 (USD Million)
- Table 68 Turkey Market, by Brands, 2015 - 2027 (USD Million)
- Table 69 Israel Market, by Brands, 2015 - 2027 (USD Million)
- Table 70 Israel Market, by Brands, 2015 - 2027 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Blockbuster oncology brands market snapshot
- Fig. 2 Blockbuster Oncology brands market segmentation
- Fig. 3 Blockbuster oncology brands market driver impact
- Fig. 4 Blockbuster oncology brands market restraintr impact
- Fig. 5 SWOT Analysis, By Factor (Political & legal Economic and technological)
- Fig. 6 Porter's Five Forces Analysis
- Fig. 7 Value Chain Analysis
- Fig. 8 Blockbuster oncology brands market:brands outlook and key takeaways
- Fig. 9 Blockbuster oncology brands Market: Brands Movement Analysis
- Fig. 10 Tagrisso, 2015 - 2027 (USD Million)
- Fig. 11 Tecentriq, 2015 - 2027 (USD Million)
- Fig. 12 Tecentriq, 2015 - 2027 (USD Million)
- Fig. 13 Tecentriq, 2015 - 2027 (USD Million)
- Fig. 14 Zejula, 2015 - 2027 (USD Million)
- Fig. 15 Gazyva, 2015 - 2027 (USD Million)
- Fig. 16 Revlimid, 2015 - 2027 (USD Million)
- Fig. 17 Darzalex, 2015 - 2027 (USD Million)
- Fig. 18 Imbruvica, 2015 - 2027 (USD Million)
- Fig. 19 Opdivo, 2015 - 2027 (USD Million)
- Fig. 20 Keytruda, 2015 - 2027 (USD Million)
- Fig. 21 Blockbuster oncology brands market indication outlook and key takeaways
- Fig. 22 Blockbuster oncology brands Market: Indication Movement Analysis
- Fig. 23 Lung cancer , 2015 - 2027 (USD Million)
- Fig. 24 Breast cancer market, 2015 - 2027 (USD Million)
- Fig. 25 Multiple myeloma market, 2015 - 2027 (USD Million)
- Fig. 26 lymphoma market, 2015 - 2027 (USD Million)
- Fig. 27 Blockbuster oncology brandsmarket: regional outlook and key takeaways
- Fig. 28 CTMS Market: Regional Movement Analysis
- Fig. 29 North America
- Fig. 30 North America market estimates and forecast, 2015 - 2027
- Fig. 31 U.S. Blockbuster Oncology Brands market, 2015 - 2027 (USD Million)
- Fig. 32 Canada Blockbuster Oncology Brands market, 2015 - 2027 (USD Million)
- Fig. 33 Europe
- Fig. 34 Europe market estimates and forecast, 2015 - 2027
- Fig. 35 Germany market estimates and forecast, 2015 - 2027

- Fig. 36 U.K. market estimates and forecast, 2015 - 2027
- Fig. 37 France market estimates and forecast, 2015 - 2027
- Fig. 38 Italy market estimates and forecast, 2015 - 2027
- Fig. 39 Spain market estimates and forecast, 2015 - 2027
- Fig. 40 Denmark market estimates and forecast, 2015 - 2027
- Fig. 41 Switzerland market estimates and forecast, 2015 - 2027
- Fig. 42 Poland. market estimates and forecast, 2015 - 2027
- Fig. 43 Asia-Pacific
- Fig. 44 Asia-Pacific market estimates and forecast, 2015 - 2027
- Fig. 45 Japan market estimates and forecast, 2015 - 2027
- Fig. 46 China. market estimates and forecast, 2015 - 2027
- Fig. 47 India market estimates and forecast, 2015 - 2027
- Fig. 48 Thailand market estimates and forecast, 2015 - 2027
- Fig. 49 Australia market estimates and forecast, 2015 - 2027
- Fig. 50 Philippines market estimates and forecast, 2015 - 2027
- Fig. 51 South Korea market estimates and forecast, 2015 - 2027
- Fig. 52 Indonesia. market estimates and forecast, 2015 - 2027
- Fig. 53 Hong Kong market estimates and forecast, 2015 - 2027
- Fig. 54 Singapore. market estimates and forecast, 2015 - 2027
- Fig. 55 Latin America
- Fig. 56 Latin America market estimates and forecast, 2015 - 2027
- Fig. 57 Brazil market estimates and forecast, 2015 - 2027
- Fig. 58 Mexico market estimates and forecast, 2015 - 2027
- Fig. 59 Argentina market estimates and forecast, 2015 - 2027
- Fig. 60 Middle East & Africa
- Fig. 61 Middle east market estimates and forecast, 2015 - 2027
- Fig. 62 Suadi Arabia market estimates and forecast, 2015 - 2027
- Fig. 63 Turkey market estimates and forecast, 2015 - 2027
- Fig. 64 Israel market estimates and forecast, 2015 - 2027
- Fig. 65 Company Profile

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