

# The World Market for Cancer Therapeutics and Biotherapeutics, 3rd. Edition

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## Abstracts

Worldwide cancer affects more than 10 million people each year. This number is expected to increase by 2.4% by 2020 to 14 million each year. Worldwide approximately 22 million people are living with cancer and nearly 7 million people die. The most common cancers affecting the world include lung, breast, colon/rectum, stomach, liver, prostate, cervical, esophageal, and bladder.

This Kalorama Information report - *The World Market for Cancer Therapeutics and Biotherapeutics* - focuses on several segments for cancer treatment. The report covers both currently marketed and late stage development cancer products. Revenues for each current market segment were generated using dollar and unit sales for each product. The following approaches to cancer therapeutics are covered in the report:

### **Biotherapeutics**

Monoclonal Antibodies

Interleukins/ Interferons

Kinases and Other Treatments

### **Chemotherapy**

Alkylating Agents

Antimetabolites

Cytotoxic Agents

## Plant Derivatives

### **Hormone Therapy**

Corticosteroids

Hormone Antagonists/ Antagonists

Aromatase Inhibitors

SERMS

The report includes **market share by type of cancer** and market share by company for each of the three major segments. It also includes statistical information for cancers by type worldwide, with special emphasis on the U.S. market. Specifically, cancers where there are current products available or are in development and/or have significant incidence/mortality rates are profiled. The market segments provide an overview, description of products on the market, list of products in late-stage development, market estimates and forecasts, and competitive analysis of leading providers. The report also includes current issues and trends affecting the industry. **A Primary Research Effort**

The information for this report was gathered using both primary and secondary research including comprehensive research of secondary sources such as company literature, databases, investment reports, and medical and business journals. Telephone interviews and email correspondence were the primary method of gathering information. For the purpose of this study Kalorama Information conducted interviews with key industry officials, consultants, health care providers, and government personnel. These sources were the primary basis in gathering information specifically relating to revenue and market share data presented in this report. Specific interviews with pharmaceutical company representatives included marketing directors, division managers, and product representatives.

All market data pertains to the world market at the manufacturers' level.

### **Coverage of the Most Recent Product and Trends**

The base year for data was 2008. Historical data was provided for the years 2004 through 2007, with forecast data provided for 2009 through 2013. Compound annual growth rates (CAGRs) are provided for the 2004-2008, 2009-2013 and 2004-2013 periods for each industry segment covered. Competitive analysis is provided for the year 2008. The forecasted market analysis for 2009-2013 was based on probability of approval and sales of products in late stage development, product marketing, and demographic trends. Some of the trends that affected this market include the following:

Insurance and Reimbursement

Drug Costs

Personalized Medicine

Alliances, Acquisitions and Licensing Agreements

Alcohol's Affect on Cancer Incidence

Healthy Lifestyles Continue to Show Promise for Cancer Prevention

- Marketing and Distribution Trends

Geographical Trends

Elderly Clinical Trial Involvement

Late-Stage Drug Development Trends

## **Profiles of Twelve Key Competitors**

As part of its comprehensive coverage, the following companies are profiled:

**AstraZeneca** (coverage of Arimidex, Casodex, Faslodex, Zoladex, Iressa, Nolvadex and other products)

**Biogen IDEC** (coverage of Rituxan and other products)

**Bristol-Myers Squibb** (coverage of Erbitux, Taxol, Ixempra, Sprycel and other

products)

**Eli Lilly** (coverage of Alimta, Gemzar and other products)

**Genentech** (coverage of Avastin, Herceptin, Rituxan )

**Johnson & Johnson** (coverage of Doxil, Velcade, Leustatin)

**Merck & Company** (coverage of Zolanza and other products)

**Novartis** (coverage of Femara, Gleevec/Glivec, Tasigna, Sandostatin, Proleukin, Afinitor and other products)

**Pfizer** (coverage of Camptosar and Sutent)

**Roche** (coverage of Xeloda, Avastin, MabThera, Herceptin, Tarceva and pipeline drugs)

**Sanofi-Aventis** (coverage of Taxotere, Eloxatine and others)

**Schering-Plough** (coverage of Intron A, Timodar/Temodal, Caelyx/Doxil and pipeline plans)

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