

Personalized Medicine and Companion Diagnostic Market Q3 2013- A Strategic Analysis of Industry Trends, Technologies, Participants, and Environment

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Abstracts

This is a comprehensive account of the market size, segmentation, key players, SWOT analysis, influential technologies, and business and economic environments. The report is supported by 261 tables & figures over 206 pages. The personalized medicine (global) market is presented as follows:

By Company (e.g., 23andMe, AFFYMETRIX, ATOSSA GENETICS, NODALITY, deCode /Amgen, CELERA, MYRIAD)

By Geography (US, UK, EU)

By Segment (Targeted therapeutics, Companion Diagnostics, Esoteric tests, Esoteric lab services)

By Sub-market (Companion diagnostics & therapeutic, nutrition & wellness, medical technology, pharmacogenomics, consumer genomics)

A wealth of financial data & business strategy information is provided including:

Up-to-date company financials, sales & revenue figures

Business Model Strategies for Diagnostic, Pharmaceutical and Biotechnology Companies

Business Model Strategies for Providers. Provider Systems and Academic

Medical Centres

Business Model Strategies for Payers & Governments

Private and Public Funding and Personalized Medicine Reimbursement

Revisions to Current Payment Systems and intellectual property

How to Gain Market Penetration in the EU

Cost-effectiveness and Business Value of Personalized Medicine

Consumer genomics and POC market

Therapeutics and Companion Diagnostics (e.g., BRAC Analysis, Oncotype Dx , KRAS Mutations)

Comprehensive account of company product portfolios & kits

SWOT, Economic & Regulatory Environment specifics include:

Key strengths, weaknesses and threats influencing leading player position within the market

Technologies driving the market (e.g., New-Generation Sequencing Technologies, Ultra-High Throughput Sequencing)

Top fastest growing market segments and emerging opportunities

Top pharmaceutical companies within the IPM by market share and revenue

Comprehensive product portfolios, R&D activity and pipeline therapeutics

M&A activity and future strategies of top personalized medicine pharmacos

Personalized Medicine Regulation (UK, Germany, France, Spain, Italy)

CE-marked Personalized Medicine/Diagnostic Tests

FDA Advances in Personalized Medicine Regulation

This report highlights a number of significant Indian pharmacos and gives details of their operations, products, financials and business strategy.

23andMe

Affymetrix

Astex Pharmaceuticals

Atossa Genetics

CuraGen

Celera Corporation (Quest Diagnostics)

Celldex Therapeutics

deCode Genetics (Amgen)

Illumina

Genelex

Myriad

Nodality

Qiagen

What you will gain:

An in-depth understanding of the global personalized medicine market and it's environment

Current market facts, figures and product lines of key players in the industry

Emerging trends in key markets such as the US, UK, Germany and France

Knowledge of how the personalized medicine market will integrate into the global healthcare market

Technical insights into new generation sequencing technologies and ultra-high throughput sequencing

Updates on bioinformatics, high throughput systems, genetic analysis kits, companion diagnostics and future technologies

FDA approved pharmacogenetic tests and recognized biomarkers

Information on key government and regulatory policies

Strategies on how to adapt and restructure current business models to this industry

This report tackles key concerns to the personalized medicine market such as:

Lack of regulatory policy and legislation in the US and Europe

Reimbursement schemes and payers concerns

Transition of investigational diagnostic assays and therapeutics to clinical practice

Direct to consumer (DTC) test kits and implications for the public

Who should read this report?

Pharmaceutical, biotechnology and diagnostic companies with an interest in personalized medicine

Industry professionals and business strategists will discover key information to

propel their policies

Investors will gain inside information to dominant players in the industry and future forecasts

Scientists will get a business perspective and industry insight into how scientific breakthroughs influence the market environment

This report will tell you if the companies mentioned are:

Strong, competitive players

Pooling their resources for specific growth and therapeutic areas

Investing strategically in R&D

Have a history of strategic M&A activity

This detailed report is supported with 261 figures and tables over 205 pages and profiles the main pharmacos in personalized medicine.

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About

Personalized Medicine Market

In the US, the combined personalized medicine market was estimated at \$XXX billion in 2012, a figure that is set to grow 11% per year and will reach in the region of \$XXX billion in 2015. This expansive market is divided into diagnostics, therapeutics, personalized medical care and nutrition and wellness. The US holds the largest market share globally, as Europe struggles with reimbursement and regulatory hurdles.

The core of the combined personalized medicine market is made up of esoteric lab services, test sales and targeted therapeutics. Combined, these markets net over \$24 billion in 2012 and are set to grow to \$42 billion by 2015 in the US. Molecular diagnostics, within the esoteric testing market is estimated to grow from over \$3 billion to \$7 billion between 2012 and 2015.

Personalized Medical Care Market Forecast

The personalized medical care market was worth between \$4 - \$12 billion in the US in 2012 and is set to grow to over \$100 billion by 2015. This dramatic increase will almost solely depend on the success of telemedicine and remote patient monitoring (RPM). Electronic medical records (EMR) and disease management (DM) will have more modest market expectations, reaching \$6 billion and \$3 billion, respectively by 2015.

Global Personalized Medicine Sub-market Growth Forecast

Within the global personalized medicine sub-markets, pharmacogenomics is the most dominant player, accumulating over \$4 billion worldwide in 2012. This is set to grow to over \$9 billion by 2014. Pharmacoproteomics and the biomarker market will also see significant growth in the near future and will be worth an estimated \$4.4 billion by 2014. Stem cell therapy and the point of care market will also be major players in the personalized medicine market and will demand \$4.5 billion and \$5 billion, respectively, by 2014.

Personalized medicine is an emerging industry, and is predicted not to fully integrate into the healthcare system for the next 20 years. Until then, there are many challenges and hurdles facing the market including regulatory and reimbursement issues. The gap between genotypic association with disease and clinical relevance is also a concern;

however with increasing advances in technology and computer software programs, personalized medicine will grow strongly.

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