

Top Five Global Generic Drug Companies Performance, Strategies, and Competitive Analysis, March 2013

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Abstracts

According to this report, Top companies are making strategic acquisitions to expand their global footprint, together with taking advantage of established business and expertise gained through the acquired company. The global generic drugs industry experienced average growth over the last five years and is expected to reach approximately US \$335.8 billion in 2017.

Top companies are making strategic acquisitions to expand their global footprint, together with taking advantage of established business and expertise gained through the acquired company. The global generic drugs industry experienced average growth over the last five years and is expected to reach approximately US \$335.8 billion in 2017.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global generic drugs companies and presents its findings in Top Five Global Generic Drug Companies Performance, Strategies, and Competitive Analysis. The report provides detailed insight into the performance of the top five generic drug companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The fragmented generic drugs industry includes producers of medications whose patent or marketing rights have expired. The industry includes drugs from all therapeutic areas: central nervous system, cardiovascular drugs, oncology drugs, and others. A combination of factors such as technology innovations, patent expiration, aging

population, and changing lifestyles substantially affect market dynamics. In this study, Lucintel profiles the following five companies with detailed competitive assessments:

Abbott Laboratories

Novartis AG

Mylan Inc.

Teva Pharmaceuticals Ind. Ltd.

Watson Pharmaceuticals Inc

As indicated in Lucintel's study, the Asia Pacific (APAC) region holds good growth potential. India is expected to play an increasing role in the global economy as demand from a growing population continues to drive consumption for generic drugs. Major pharmaceuticals companies are planning to invest in the Asian markets to gain the market share for generic drugs.

This study provides industry leaders with a competitive benchmarking of the world's top five generic drug companies. The study provides up-to-date information on the market share, profit margins, capabilities, and business strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in the global generic drugs companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's generic drugs companies, we have thoroughly profiled the following five companies with detailed competitive assessments:

Abbott Laboratories

Novartis AG

Mylan Inc.

Teva Pharmaceuticals Ind. Ltd.

Watson Pharmaceuticals Inc

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with generic drugs companies industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global generic drugs companies

Regional analysis: global generic drugs companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market

strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 108 valuable figures/charts and 45 tables are provided in this report

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