

# Merck, Suvorexant PhIII data: Differentiated enough to make place in Generic insomnia market

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## Abstracts

Merck reported data from the two pivotal PhIII study of Suvorexant (Orexin receptor antagonist, Insomnia) at Sleep 2012 meeting. First in class mechanism, Sleep pattern better than GABA antagonist, Efficacy comparable to Ambien CR, and safety better than GABA's will allow Suvorexant make a fair share in insomnia market dominated by generics. As Suvorexant efficacy was maintained for one year, we expect MRK to get an approval for chronic insomnia indication, which is a big market size opportunity. MRK plans to file NDA in US and Japan by YE 2012, and data from another two pivotal studies will be out by YE 2012. We estimate worldwide peak sales of \$750m for Suvorexant

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### COMPANIES MENTIONED

Merck

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