

TAKEDA - Azilva in Japan - Differentiating Will Not Be Easy!

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Abstracts

Takeda is set to launch its me-too ARB Azilva (Azilsartan) in Japan in May-12; Azilva aims to retain revenue of Takeda's best selling ARB Blopress that is soon going off patent. Takeda highlights the strong hypotensive effects of Azilva and expects to differentiate this drug from other ARB's to attain ~\$800m in 5 years from launch. This report meticulously look into various factors impacting the prospects of Azilva on micro and macro levels viz. evolving competitive landscape, NHI pricing of ARBs and its implications, regulatory and clinical data evaluation and arrives conclusion that Takeda's hopes from Azilva are too optimistic and difficult to attain.

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