

Oncology Pharmaceuticals Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Oncology Pharmaceutical Market in India 2014 highlights the analysis of the drivers and explains the factors for growth of the industry. Increasing number of cancer cases are the key drivers of this market. Lung, stomach, colon and breast cancer cause the maximum number of cancer deaths each year. Pharmaceutical companies are progressively increasing R&D expenditure on cancer vaccines. The growing number of patients seeking treatment for cancer has made hospitals realize that cancer treatment is an important area for growth. Gleevec, Mabthera, Iressa, Avastin, Grafeel, Soliris and Herceptin are the top selling cancer drugs in the Indian market.

Alternative therapies such as cancer gene therapy and cancer cell therapy are increasingly becoming popular in cases where conventional therapies have failed. Combination therapies are being increasingly used in cancer treatments. Some challenges faced by the industry are the internal competition between large pharmaceutical companies. Another challenge is the penetration of Oncological drugs in rural areas which is very low. Various government initiatives have been undertaken to reduce the drug prices and various tax reforms and control programs are promoting the growth of the market as well. Manufacture of generic oncology drugs will help the pharmaceutical manufacturer gain a competitive advantage over others in a highly competitive pharma market. Companies should focus on development of new molecules in order to prolong the longevity of a blockbuster drug in the market.

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