

Global Branded Generics Market: By Disease Indication (Cardiovascular Diseases, Diabetes, Cancer, Neurological Disorders, Gastrointestinal Diseases, Dermatology Diseases, and Others), By Route of Administration (Oral, Parenteral, Topical, and Others), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Drug Stores, and Online Pharmacies), and Geography - Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023

<https://marketpublishers.com/r/G24E9523ADAEN.html>

Date: August 2017

Pages: 198

Price: US\$ 4,400.00 (Single User License)

ID: G24E9523ADAEN

Abstracts

Global Branded Generics Market Report Description:

Branded generics market report gives comprehensive outlook on branded generics across the globe with special emphasis on key regions such as Asia-Pacific, Latin America, Middle East & Africa (MEA), North America, and Europe. Branded generics market report deals with detailed market outlook in Emerging markets such as Brazil, Russia, China, India, and other Eastern Europe, Latin American countries. The report on branded generics market gives historical, current, and future market sizes (US\$ Mn) on the basis of diseases Indication, route of administration, distribution channel, and geographic regions. This report studies branded generics market dynamics in emerging markets and developed markets elaborately to identify the current trends & drivers, future opportunities and possible challenges to the key stakeholders operating in the market. In addition, branded generics market report

includes new product introductions, recent drug patent expiration data, regulatory scenario, and competition analysis with vividly illustrated the competition dashboard to assess the market competition. Moreover, PBI analyzed branded generics market to better equip clients with possible investment opportunities across the emerging markets (Regional Investment Hot-Spots) and market unmet needs (Product/Disease Opportunities). Key stakeholders of the branded generics market report include suppliers, manufacturers, marketers, policy makers engaged in manufacturing and supply of branded generics.

Branded Generics Market:

The branded generics market estimated to be valued US\$ 224.0 Bn in 2017 and poised to grow at CAGR 7.7 %. Market for branded generics projected to reach US\$ 350.0 Bn by 2023.

Increasing prevalence of chronic diseases such as diabetes, hypertension coupled with rising out-of pocket healthcare expenditure driving the branded generics market revenue growth in developing regions

Market for branded generics expected to register around double digit growth rate in emerging economies owing to widespread prevalence of lifestyle and chronic diseases like diabetes and cardiovascular diseases. The growing life style changes along with rising disposable income in middle classes are factors expected to prompt the market growth in near future. According to International diabetes Federation (IDF) atlas, 2015 emerging nations like India and China, Brazil and Russia falls under top ten countries for diabetic population.

Rising patent expirations and a lull in developed pharmaceutical market growth

Developed pharmaceutical markets like North America, Europe, and Japan has been witnessing relatively slower market growth in comparing with developing markets owing to fewer new product approvals from the regulatory bodies and bleak late stage pipeline. This has been led to the change in focus by several multinational pharmaceutical giants from matured markets to developing markets to tap ever-growing market opportunities in these regions. Moreover, increasing product patent expirations expected to boost the branded generics revenue growth in developing and mature markets across the globe.

Asia-Pacific accounts for larger market revenue share in global branded generics

market

Asia-pacific expected to lead the global branded generics market in terms of revenue in over forecast period owing to higher out-of pocket healthcare expenditure and lack of universal health coverage. Moreover, countries like India, China, and ASEAN countries presented better growth opportunities for the existing and new players in the market. Regions such as Asia Latin America and Eastern Europe projected to grow at significant CAGR over the forecast period

COMPETITION ASSESSMENT

Key players profiles in the global branded generics market include:

Abbott Laboratories (U.S.)

Apotex Inc. (Canada)

AstraZeneca (U.K)

Dr. Reddy's Laboratories Ltd. (India)

GlaxoSmithKline plc (U.K)

Mylan N.V. (U.S.)

Pfizer Inc. (U.S)

Novartis AG (Switzerland)

Sanofi (France)

Sun Pharmaceutical Industries Ltd. (India)

Teva Pharmaceutical Industries Ltd (Israel)

Valeant Pharmaceuticals International, Inc. (Canada)

Market players are focusing on mergers and acquisitions, strategic alliances, and

product diversification to increase the geographic presence in global branded generics market. Moreover, players are entering into distribution agreement with local pharmaceutical companies to overcome the market access barrier in developing regions.

KEY FINDINGS OF THE REPORT:

Branded Generics market expanding at 7.7% CAGR over 2017 to 2023 to reach market value of US\$ 350.0 Bn by 2023 owing increase in prevalence of chronic and life style disease in emerging markets

Based on diseases Indication, cardiovascular diseases sub-segment projected to garner larger market revenue share in over forecast period owing to rising co-morbidities like diabetes and cardiovascular diseases

Hospital and retail pharmacies are prime distribution channels for branded generics across the regions owing to accessibility and availability drugs

Players focusing on increasing geographic foot-prints to garner growing market opportunities in developing countries

KEY FEATURES OF THE REPORT:

The report provides granular level information about the market size, regional market share, historic market (2012-2016) and forecast (2017-2023)

The report covers in-detail insights about the competitor's overview, company share analysis, key market developments, and their key strategies

The report outlines drivers, restraints, unmet needs, and trends that are currently affecting the market

The report tracks recent innovations, key developments and startup's details that are actively working in the market

The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenario

The report analyses the impact of socio-political environment through PESTLE Analysis and competition through Porter's Five Force Analysis in addition to recent technology advancements and innovations in the market

DETAILED SEGMENTATION

By Diseases Indication

Cardiovascular Diseases

Diabetes

Cancer

Neurological Disorders

Gastrointestinal Diseases

Dermatology Diseases

Others

By Route of Administration

Oral

Parenteral

Topical

Others

By Distribution Channel

Hospital Pharmacies

Retail Pharmacies

Drug Stores

Online Pharmacies

Geography

North America

U.S

Canada

Europe

Germany

France

U.K

Italy

Spain

Russia

Poland

Rest of Europe

Asia-Pacific

Japan

China

India

Australia & New Zealand

ASEAN (Includes Indonesia, Thailand, Vietnam, Philippines, Malaysia, and Others)

South Korea

Rest of Asia-Pacific

Latin America

Brazil

Mexico

Argentina

Venezuela

Rest of Latin America

Middle East and Africa (MEA)

Gulf Cooperation Council (GCC) Countries

Israel

South Africa

Rest of MEA

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