

Underappreciated Megablockbuster Drug Patent Expiry Opportunities for API Manufacturers and Generic Drug Companies

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Date: February 2012

Pages: 30

Price: US\$ 2,000.00 (Single User License)

ID: U099D2428C9EN

Abstracts

2012 presented a bonanza for generic and API companies, as products worth \$50b have seen the entry of generic competition. A select few companies which planned much in advance for these patent expiries have made the most from these expiries by virtue of being the first to file.

For API companies to partner with these FTF companies, they need to be prepared well in advance with the most optimized process of manufacturing. With so many new launches every year, it is always difficult for API/Generic companies to screen much ahead of time, which product would continue to grow unabated by competition.

PharmaIntellect due to its years of expertise of Drug sales forecasting, has shortlisted five New molecular entities, which would reach mega blockbuster status by the end of patent expiry and by virtue of being best in class products, the impact of therapeutic substitution, would further aid the volume sales scale up to double the pre-expiry levels

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