

Blockbuster Drugs Market, 2021-2030: Focus on Product Landscape Assessment, Ongoing Clinical Trials, Promotional Content Analysis, Other Life Cycle Management Strategies, Competition from Biosimilars, Annual Treatment Cost Comparison, Sales Evolution and Future Opportunity

<https://marketpublishers.com/r/B217DEC4C576EN.html>

Date: April 2021

Pages: 242

Price: US\$ 4,799.00 (Single User License)

ID: B217DEC4C576EN

Abstracts

The blockbuster drugs market is expected to reach USD 75 billion in 2020 anticipated to grow at an exponential CAGR during the forecast period 2023-2035.

The pursuit of more refined pharmacological treatments, prompted by concerns over off-target toxicity and low specificity linked to chemical compounds, has driven the exploration for advanced interventions. The emergence of biologics, notably humanized insulin in 1982, stands as a transformative milestone that reshaped the healthcare landscape. Distinguished by their precise targeting, heightened therapeutic effectiveness, and improved safety profiles in contrast to traditional chemical drugs, biologics have revolutionized disease management. These agents possess the capacity to reach previously inaccessible biological targets, addressing conditions that were once considered untreatable. The biologics sector currently stands as the fastest-growing segment in the global pharmaceutical industry, with over 430 approved biological interventions for various disease indications in the US and Europe by September 2020. The demand for biologics remains substantial across diverse disease categories due to their myriad advantages. Antibodies, in particular, have emerged as a pivotal cornerstone in therapeutic progress, demonstrating significant success over the past two decades. The future holds immense promise for biologics, with ongoing innovations such as antibody drug conjugates, immunotherapies, bispecific antibodies, combination therapies, and cell and gene therapies. These advancements are anticipated to bring

significant disruptions by expanding therapeutic targets and propelling personalized healthcare to unprecedented heights.

Despite the intricate and costly manufacturing processes involved, biopharmaceuticals, once approved, prove to be highly lucrative assets. Several biological interventions have achieved blockbuster status, yielding substantial revenues. Notable examples such as Humira®, Keytruda®, and others have consistently generated annual revenues exceeding USD 4 billion. Even post-patent expirations, original product sales often remain resilient. For instance, despite multiple approved biosimilar versions of Abbvie's Humira®, the company continues to report annual global revenues of around USD 19 billion from this drug alone. While patents for other top-selling biologic drugs are nearing expiration, creating opportunities for follow-on biologics, innovators have devised strategies to extend marketing exclusivity. These strategies involve securing authorization in new geographical regions, demonstrating therapeutic benefits for different indications, developing new formulations, showcasing combinational advantages, or introducing novel drug delivery systems. Companies behind blockbuster biologic products are poised to continue reaping the benefits of their high-value assets in the short to medium term. However, market growth for these products is projected to plateau and eventually decline as patent expirations, including extended ones, open doors for biosimilars.

Report Coverage

The report conducts an analysis of the healthcare digital marketing market focusing on biologics types and key industry players.

It evaluates the factors influencing market growth, such as drivers, restraints, opportunities, and challenges.

The report provides insights into the potential advantages and barriers within the market, offering information on the competitive landscape for leading players.

A comprehensive evaluation is presented regarding the current market scenario for prominent biologics. This includes details on developers (year of establishment, company size, headquarters location, and current portfolio of top-selling biologics), encompassing biologic types, administration routes, target genes/antigens, packaging formats, disease indications, and therapeutic areas.

An in-depth review is conducted focusing on key therapeutic areas within

companies developing top-selling biologics, including oncology, metabolic disorders, autoimmune diseases, gastrointestinal disorders, ophthalmic conditions, CNS/neurological disorders, cardiovascular diseases, blood disorders, respiratory illnesses, bone disorders, and others.

Detailed analysis is provided on the revenues generated by 60+ top-selling biologics from 2016 to 2020. This includes reasons for significant sales fluctuations during this period, specifically addressing revenue specifics for 2020 based on biologic type and developer.

The report analyzes completed, ongoing, and planned clinical studies for top-selling biologics, emphasizing trials assessing approved biologics for potential combinations, device assessments, and comparisons. Parameters covered include trial registration year, recruitment status, patient population, study design, therapeutic area, trial locations, and leading organizations.

A comprehensive exploration is conducted into the promotional strategies employed by top-selling biologic developers, utilizing a Harvey ball analysis to illustrate the extent of promotional content on product websites. Profiles of the top 7 blockbuster biologics feature their promotional content, patient support programs, and a section on direct-to-consumer (DTC) advertisements.

The report offers a concise examination of product lifecycle management strategies implemented by stakeholders from 2016 to 2020. This includes geographical expansion, additional disease indications, reformulations, combination therapies, alternate administration routes, reimbursement programs, and pricing strategies, specifically focusing on the top 10 biologics in terms of revenues.

A detailed breakdown is provided on the annual treatment costs for over 60 top-selling biologics, represented in grids based on biologic type.

Key Market Companies

Gentech / Roche

AbbVie

Janssen Biotech

Merck

Amgen

Eli Lilly

Sanofi

Bristol Myers Squibb

Novo Nordisk

Alexion Pharmaceuticals

AstraZeneca

Biogen

UCB

GlaxoSmithKline:

Biomarin

Bayer

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