

# Investigation Report on China Imatinib Market, 2009-2018

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## Abstracts

Incidence of chronic myelogenous leukemia (CML) varies in the world. The global incidence is about 10/1,000,000 while in China it is 4/1,000,000. CML takes up about 20% of leukaemia in China and 95% of chronic leukemia. CML patients vary from the very young to the very old, and the incidence increases as people grow old.

CML treatment went through a long period of development. Interferon used to be main medication before imatinib. It was initially used in CML treatment in 1980 and became the first genetically effective drug to treat chronic phase CML-CP since 1990. About 20% to 30% patients get cytogenetic remission and live longer using interferon. However, interferon is toxic because of too many unbearable side effects.

Imatinib is originally developed by Novartis with the trade name "Gleevec". It was approved to the U.S.A. to treat Philadelphia chromosome-positive chronic myeloid leukemia (CML) blastic phase, accelerated phase or patients in chronic phase after ?-interferon failure. In November 2001 it was approved in Europe and to Chinese market in April 2002. Average survival time of CML patients used to be 3 to 6 years before imatinib was developed. Due to its revolutionary treatment, imatinib prolongs 85% to 90% CML patients' life by 10 years. With much less side effects, imatinib is significantly safer than interferon. As a result, it became a first-line drug in CML treatment soon.

In 2002 imatinib gained accelerated approval from FDA to be the first-line drug in advanced or metastatic gastrointestinal stromal tumors (GIST) treatment. As a first-line drug in clinical treatment, the sales revenue of imatinib exceeded USD 1 billion in 2003 and it is still increasing rapidly.

Imatinib acquired its first indication approval in 2001 and has since then acquired 10 indication approvals. Increasing number of indications is also one of the main factors making imatinib a blockbuster drug.

Imatinib was approved to China in 2002 to treat CML and GIST. Its market size keeps increasing after its launch. According to CRI's investigation on sample hospital market, the CAGR of its sales revenue exceeded 40% from 2005 to 2012. It is estimated that growth of original drugs will slow down because of launched generic drugs.

The huge success of targeted antitumor drugs in the market depends greatly on high treatment cost. In China, the monthly treatment cost of imatinib is over CNY 20 thousand. Compared with traditional antitumor drugs, fewer patients are needed to make it a blockbuster drug since they need to take it for a long time.

As an orphan drug approved to the market, imatinib becomes a blockbuster drug mainly due to the successful marketing strategy. Considered as a specific drug to treat rare diseases (CML and GIST), Gleevec makes a marketing strategy to launch drug donation charity program through negotiation with medicare institutes. The program allows patients to take the drug for free after the donation so as to increase patients' dependence on the drug. This gesture has not only solved patients' problems but also brought excellent reputation for Gleevec, making its global sales revenue surge.

Patent of imatinib compound in China expired in April 2013 while that of imatinib in crystal form expires in 2018. In July 2013, Chia Tai Tianqing Pharmaceutical Group Co., Ltd. and Hansoh Pharmaceutical from China were approved to produce imatinib generic drugs. Since the generic drug is much cheaper than the original one, market share of imatinib in China is predicted to increase greatly in the future.

**Through this report, the readers can acquire the following information:**

Market Share of Major Imatinib Manufacturers in Sample Hospitals in China

Sales price of Imatinib in Hospital Market in China

Share of Imatinib in Different Dosage Forms in China Hospital Market

Incidence of CML in China

Manufacturing Schedule of Imatinib Generic Drug

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**The following enterprises and people are recommended to purchase this report:**

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Medical Institutions

Investors/Research Institutes Focusing on Imatinib Market

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