

# Investigation Report on China Sildenafil Market, 2010-2019

<https://marketpublishers.com/r/IA124C86A9FEN.html>

Date: May 2015

Pages: 20

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

ID: IA124C86A9FEN

## Abstracts

### Description

Hundreds of millions of adult men suffer from erectile dysfunction (ED) throughout the world and there are also over 50 million ED patients in China. It is shown that among men aged above 35, over 60% suffer from different degrees of ED, among which 50% is due to pure organogenic pathogeny, 30% pure psychogenic factors and 20% both of the former two. Men with ED are prone to sense of inferiority and depression, which influence their emotions and life gravely. Therefore, the sexual dysfunction of adult men can't be ignored. Hence many drug makers' close attention to the drug market of ED.

Sildenafil, developed by Pfizer, has a main indication of ED and other indications like pulmonary hypertension and altitude sickness.

Pfizer sought patent for Viagra from China's State Intellectual Property Office in 1994 and succeed. The Patent Law of China formulates that the valid term for a patent is 20 years, therefore, Viagra's patent shall expire in 2014. During the 20 years, Sildenafil (trade name Viagra) basically monopolized Chinese market. With the expiry of Viagra patent, Sildenafil made by local enterprises is expected to get a slice of Chinese market. According to CRI's survey on sample hospitals, after entering China in 1998, Viagra showed no sudden explosion with a CAGR of about 13.1% during the period of 2006-2014. According to CRI, the main reason lies in this: since Viagra could also be bought without prescription in many pharmacies despite its status as prescription drug as a result of loose control, its sales growth mainly comes from pharmacies instead of hospitals. Viagra has occupied an important position among drugs for sexual dysfunction for a long time in China, therefore many local firms start to make generic drugs in succession. Although Viagra's price will drop as generic drugs start to appear

in the Chinese market, Pfizer's market share will still go down for the price of generic drugs made by local firms is lower.

According to CRI's survey, the retail price of Viagra made by Pfizer in China exceeds 100 CNY/pill (100 ml), but that in America is about 8 USD/pill which is equivalent to less than 50 CNY/pill.

In 2004, Pfizer's Viagra was qualified to enter Chinese retail pharmacies. Similar drugs in the market like Bayer's Levitra (Vardenafil) got such qualification in 2006 and Lilly's Cialis (Tadalafil) in 2007.

As the patent protection of Viagra all over the world start to expire, its market share will gradually decrease. A good case in point is the Korean market where up to 28 kinds of generic drugs with different forms and dosages appeared the day after the expiry of Viagra's patent in Korea on May.17, 2012. Since the price of such generic drugs equals only one third of Viagra's price, the sales value of Viagra in that month fell by more than 40% compared with the same period of last year. After Viagra's patent expired, pharmaceutical companies can produce Sildenafil as long as they get complete approval. In Oct. 2014, sildenafil citrate (trade name Jin Ge) made by Guangzhou Bai Yun Shan Pharmaceutical General Factory hit the market. According to the statistics of CRI, by May. 2015, Jiangsu Lianhuan Pharmaceutical Co., Ltd, Sichuan Yuanji Pharmaceutical Co., Ltd, the Biochemical Pharmaceutical Factory of Zhuhai SEZ and Beijing Midsky Kangda Medicine Technology Co., Ltd have all applied for the approval of generic drugs of Viagra.

With the economic development, the change of life styles and the increased psychological pressures, the number of ED patients will keep growing in the next few years in China. Besides, as Sildenafil is estimated to add new indications to current ones, its market size will keep growing in the next few years in China.

Readers can get at least the following information through this report:

ED incidence in China

sales status of Sildenafil in China

price of Sildenafil in Chinese hospitals

market outlook of Sildenafil in China

The author suggests the following groups of people purchase this report:

manufacturers of ED drugs

medical institutions

investors/ research institutions interested in ED drug market

any interest in Chinese medicine market, please contact CRI for customized research service

## **COMPANIES MENTIONED**

Pfizer, Guangzhou Bai Yun Shan Pharmaceutical General Factory

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