

# Erythropoietin (EPO) Market Report: 2012 Edition

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## Abstracts

With the advent of novel technology, companies operating in the healthcare/science/pharmaceutical/therapeutic area are now scaling new heights. Also this industry is boosted by the rising number of incidences of health related issues emanating from the changing lifestyle and rapidly evolving surrounding environment.

Amongst the respective industries of biological sciences, an upcoming industry is of EPO (Erythropoietin) and ESA (Erythropoietin Stimulating Agents). EPO is a glycoprotein hormone which regulates erythropoiesis i.e. the production of Red Blood Cells (RBC). EPO is mainly produced within the human kidneys by the interstitial fibroblasts in a close association with and tubular epithelial cells. But the production of endogenous EPO is marred in case of people suffering with renal anemia as the kidney remains inflamed and also in the instance of anemia occurring due to chemotherapy amongst cancer patients. EPO is also used for placating conditions like neurological disorders, post cardiac surgery term and other critical illness situations.

The ESA market takes into account the EPO products and other EPO stimulating agents. The synthetic ESAs available in the market are known as rHuEPO (Recombinant Human Erythropoietin) manufactured using DNA. It is similar to the natural human EPO. In the pharmaceutical drug market, 5 variants of ESAs are most prevalent viz. epoetin-alfa, epoetin-beta, epoetin-omega, epoetin-delta and darbepoetin-alfa.

This report provides a comprehensive analysis of the ESA/EPO product market of Japan and China. The competitive environment of the industry is quite fierce and challenging. On the global level, the top notch players in the EPO market include Amgen, Roche and Johnson & Johnson with Hospira being another potential constituent.

Herein, the market dynamics viz. the key trends (strategic outlook for clinical trials, inclination towards polysialylation and focus on clinical differentiation), industry developments (development of improved biological molecules, ErepoXen Phase IIb intravenous trial underway in India and advent of biosimilars), growth drivers (increasing cases chronic kidney disease (CKD), global dialysis patient population, increasing prevalence of cancer, upcoming patent expiries of original bio drugs, rising adult population worldwide and rising healthcare expenditure) and challenges (risk of thrombosis and PRCA, requirement of extensive clinical trials for obtaining approval, abusive uses of EPO, adverse effects of EPO and escalating price pressure) are also explicated.

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