

# Global Alzheimer Market Report: 2015 Edition

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## Abstracts

Alzheimer's disease is defined as an advanced neurological disorder that increasingly deprives patients of their memory and ability to carry out daily activities. As it grows in a human brain, individuals are likely to practice difficulties in linguistic, agility and insight along with negative changes in the character and performance such as depression, anxiety, delusion, hallucination and agitation. Alzheimer's disease is the main source of dementia all over the world and can be either a major or a mild neurocognitive disorder. Alzheimer's is likely to grow exponentially with increase in ageing population thus, providing a significant market opportunity in the coming years.

The current market for Alzheimer's disease drugs is limited as only few drugs have been approved thus, defining a healthy scope of introduction of new drugs in the market in the coming years. The healthcare costs associated with Alzheimer's are also anticipated to rise considerably since only limited treatment options are available in the market. The Alzheimer market expects introduction of innovative small molecules, biopharmaceuticals and disease modifying agents that would help transform the pattern of Alzheimer's disease.

Increasing ageing population, growing population of women, rising life expectancy, increasing healthcare expenditure, improving economic conditions, and increasing global spending on medicines are some of the major factors contributing to the growth of Alzheimer's disease market. However, the growth of the market is hindered by certain challenges including lack of availability of effective treatment options, problems in detection and diagnosis, and insufficient research funding.

The report, "Global Alzheimer Market" analyzes the currently prevailing condition of the market along with its future scope of development. The global market along with specific markets of the U.S., Europe (including the UK) and Asia-Pacific are being discussed in the report. The major trends, growth drivers as well as issues being faced by the

industry are being presented in this report. The major players in the industry are being profiled, along with their key financials and strategies for growth.

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