

Global Asthma & COPD Market Report: 2015 Edition

<https://marketpublishers.com/r/GAF876F86DAEN.html>

Date: August 2015

Pages: 56

Price: US\$ 800.00 (Single User License)

ID: GAF876F86DAEN

Abstracts

Asthma is a common chronic disease linking the airway in the lungs that affects the people of all age groups. The airways or bronchial tubes, allow air to come in and out of the lungs. The airway of asthmatic patients is generally inflamed and becomes swollen over time. This makes it difficult for air to move in and out of the lungs, causing symptoms such as coughing, wheezing, shortness of breath and/ or chest tightness.

The prevalence of asthma is expected to increase significantly in the coming years. The market for asthma drugs is driven by various factors including increasing global spending on medicines, increasing tobacco and cigarette consumption, rising prevalence of non-communicable diseases, more use of biologics, and increasing healthcare expenditure worldwide. The major upcoming trends in the asthma market include introduction of new severe asthma and Chronic Obstructive Pulmonary Disease (COPD) drugs, and introduction of new mechanisms that will help drive the market. However, there are certain challenges hindering the growth of the market. Such challenges include increased pricing pressures, patent expiries and introduction of generic drugs in the market.

The market for asthma and COPD drugs represents an area of potential opportunity in both developed and developing countries. Due to effectiveness and advancements in technology, a large number of companies are focusing to develop innovative asthma and COPD drugs and treatments. Further, the companies are combining businesses and spending comprehensively on research and development to develop effective treatment methods for asthma.

The present report provides a comprehensive analysis of the global asthma & COPD market with focus on regions like the U.S. and European Union. Furthermore, market dynamics such as the industry trends and development, the underlying growth drivers and major issues faced by the industry are elicited. On the contention front, the market

is personified by the intense competition in terms of research and development of novel therapeutic molecules. The leading players operating in the industry include AstraZeneca, Merck and Co., Roche, Sanofi and Novartis which are also profiled in this report.

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