

Alzheimer's Disease Therapeutics and Diagnostics: World Market 2013-2023

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Abstracts

Alzheimer's medicine - your guide to technologies, trends and revenues

Where's treatment of Alzheimer's disease heading? Visiongain's new report gives you revenue predictions for those drugs and diagnostic tests from 2013, helping you stay ahead.

There you find financial data, R&D trends, opportunities, and prospects. In particular, you see forecasted sales to 2023 at overall world market, submarket, product, and national level.

Read on, then, to explore that industry and see what its future market could be worth.

Forecasts to 2023 and other analyses to help you stay ahead

Besides revenue forecasting to 2023, you find historical data, growth rates, and market shares. You assess quantitative and qualitative analysis, business news, outlooks, and developments (R&D). You also gain 40 tables, 63 charts, and an interview.

Many opportunities exist for diagnosis and treatment of Alzheimer's. Our study shows you the most promising and lucrative parts of that CNS market, helping you stay ahead. Now see how you can benefit your research, analyses and decisions, also saving time.

Finding data you need on that neurodegenerative disorder has just got easier. The following sections show how you benefit from our new analysis.

Discover outlooks for the world market and submarkets

Along with prediction of overall world market value to 2023, our report shows you revenue forecasting for main submarkets at world level:

Medicines for Alzheimer's disease

Diagnostics for Alzheimer's (including biomarkers).

Also our study discusses what stimulates and restrains that market. That analysis helps you identify potential and find ways for your business to develop. Assess brands too.

See forecasts for Alzheimer's drugs

How will drugs perform to 2023 at world level? Our study predicts individual revenues of three products:

Namenda

Aricept

Exelon.

There you discover how high sales can go, to 2023. You see what's happening, then, understanding trends, competition, challenges, and opportunities.

You find geographical revenue predictions too.

Discover prospects of national markets for those anti-dementia products

Developments worldwide expand the market for diagnosing, treating and monitoring neurodegenerative disorders. Developed and developing national markets hold high potential from 2013.

Our analyses show you individual revenue forecasts to 2023 for nine national markets and a regional block:

US

Japan

Germany, France, UK, Italy, and Spain (EU5)

Europe (grouped forecast)

India and China.

There you find potential. Large companies and specialty biopharma and diagnostics firms face many opportunities. Our study explains, assessing developments to help your work.

What affects producers of those diagnostic tests and medicines?

Our report discusses issues and events affecting that industry and market from 2013, including these:

Research and development (R&D) - drugs, diagnostic tests, and related technologies

Disease prevalence - expanding patient populations

Disease-modifying drugs and obstacles to cures

Regulatory guidelines - changes and opportunities.

The study also discusses other aspects of diagnosing and treating Alzheimer's:

Needs for Alzheimer's treatments

Drugs and related technologies to transform the market

Biomarkers and diagnostic imaging technologies, including structural, functional, and molecular imaging

Deep brain stimulation (functional neuromodulation)

Intellectual property (IP), licensing agreements and partnerships.

That way, you explore the industry's strengths, weaknesses, opportunities, and threats. You also analyse it through Porter's five forces.

See, then, what the future holds.

Prominent companies in that biomedical field and 2017 market value

Our new study predicts the world market for Alzheimer's products will reach \$8.3bn in 2017, and expand fast - especially from 2018.

Disease-modifying therapies will transform that market. New drugs hold great potential from 2018 to 2023, given the prevalence of Alzheimer's and needs for more-effective treatments.

Our work thus shows you what technologies, products, and organisations hold greatest potential. In particular, the analysis investigates these companies:

Pfizer

Eisai

Forest Laboratories

Lundbeck

Novartis

TauRx Therapeutics

AC Immune.

There you assess results, product ranges, R&D pipelines, and outlooks.

Prospects for Alzheimer's products and R&D are strong, and from 2013 there will arise

many opportunities. Our work shows you the possibilities there, helping you stay ahead.

Eight ways Alzheimer's Disease Therapeutics and Diagnostics: World Market 2013-2023 helps you

In particular, then, our investigation gives you the following knowledge:

Revenue to 2023 for the world market - discover that industry's overall sales potential

Revenues to 2023 for world-level submarkets - investigate the potential of its components, finding the most promising places for investments and revenues

Revenues to 2023 for top products - find sales outlooks for top brands, seeing how they can compete and succeed

Forecasts to 2023 for national markets in North America, Europe, and Asia - discover the best countries for revenues and potential growth

Assessments of prominent companies - hear about developers and manufacturers' activities, results, and outlooks

Review of R&D - explore progress in research and development, finding technological and medical possibilities for that neurological disorder

Competition and opportunities - investigate what shapes that market's future, including ways to develop business

Analysis of what stimulates and restrains that industry and market - assess challenges and strengths, helping you compete and get advantages.

You gain information found nowhere else

That work gives independent analysis. You receive business intelligence found only in our report, seeing where prospects are most rewarding.

With our study you are less likely to fall behind in knowledge or miss opportunity. See there how you could benefit your research, analyses, and decisions. Also see how you

can save time and get recognition for commercial insight.

Assess progress and potential now, seeing what you can gain.

Discover predictions for Alzheimer's-related products by ordering now

Our study lets you find data, trends, opportunities, and sales predictions for Alzheimer's medicine. Avoid missing out - please order our new report now.

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About

Eisai separates reporting segments for its pharmaceutical business by geographical region. Eisai reported that sales for Aricept declined 49.4% year on year in fiscal 2011, following the expiration of the composition of matter patent in the US. Sales of Aricept in the East Asia segment were reported to have advanced 2.7%. In Japan, Aricept sales increased 2.6%, reaching \$1.3bn in 2011. In December 2011, Eisai submitted an application seeking approval of a new, dry syrup formulation in Japan. A phase III study of the higher dose Aricept 23mg tablet formulation is also ongoing in Japan. In the US, Aricept sales fell 92.6% (91.9% on a local currency basis) in 2011. In Europe, sales of Aricept decreased 17.4%, to \$0.2bn, due to patent expiration. In the company's New Markets and ASEAN segment, Aricept sales were reported to have decreased by 4.6%, to \$20.7m in 2011.

According to Eisai's fiscal 2011 annual report, Aricept remains the leading brand in India in its category, despite the entry of many competitors since the company launched it locally in 2005. In this highly competitive market, Eisai sells the drug in India at a price about 90.0% less than its sales price in Japan. In addition, Eisai is promoting initiatives to raise awareness of dementia of the Alzheimer's type in India. In an effort to ensure that patients in India receive appropriate treatment, Eisai distributes free pamphlets with information on caring for dementia to patients and their families, and supports the establishment of outpatient memory clinics while providing training and education for the medical staff.

The latest financial results from Eisai show Aricept achieved revenues of approximately \$0.7bn in the East Asia segment, in the third quarter of fiscal 2012. This represents a decrease of approximately 42.3%, over the same quarter, in the previous fiscal year. Aricept's sales in Japan reached \$0.7bn, a decline of approximately 39.6% over the previous fiscal year. The decline of sales in Japan was due to the impact of the NHI drug price revisions and intensified market competition. Moreover, Eisai terminated the co-promotion of Aricept with Pfizer Japan Inc. and, as a result, the company assumed sole promotion on January 1, 2013. Aricept achieved sales of \$0.5bn in the Americas business segment and \$27.8m in the EMEA segment, during the company's third quarter of fiscal year 2012.

Eisai revised its full year sales forecast for Aricept in light of the most recent levels of sales in Japan. Eisai is expecting full year global net sales for Aricept at \$1.2bn, which compared to fiscal 2011, would represent a decline of approximately 37.2%. The

company had previously forecast Aricept to achieve approximately \$1.4bn in sales for the full fiscal year. Table 4.8 and Figure 4.15 show our forecast for Eisai's Aricept sales over the next decade. We have used Eisai's 2012 financial guidance to estimate Aricept's revenues for fiscal year 2012.

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