Commercial Insight: Top 20 Cancer Therapy Brands

Description: Introduction

The top 20 cancer therapies achieved sales of over $30 billion in 2009 accounting for 75% of all cancer therapy sales. The commercial success experienced by the key companies in the cancer therapy market makes the market extremely attractive to drug developers. The entire branded cancer therapies market will grow from $40.6 billion in 2009 to $57.2 billion in 2019 at a CAGR of 3.5%.

Scope

- In-depth analysis of the leading cancer therapy brands across the US, 5EU and Japan, plus a rest of world snapshot
- Sales forecasts for the top 20 cancer therapy brands from 2010 to 2019
- Assessment of the leading cancer brands and drug classes to identify key success factors within this sector
- Evaluation of the strategies of leading players in the cancer therapies market

Highlights

The top 20 cancer therapy brands in 2009 accounted for around 75% of the total cancer therapy market ($30.4 billion). The sales of the top 20 cancer therapy brands are forecast to reach about $35.8 billion in 2019 but this will represent only 63% of the total cancer therapy market.

The targeted therapies and immunotherapies class was the leading class of cancer therapies in 2009 with sales of $19.5 billion dollars in the seven major pharmaceutical markets. Over the period 2009-2019 the targeted therapies and immunotherapies class is forecast to grow at a CAGR of 6.6%.

Roche dominated the cancer therapies market in 2009, with combined seven major market sales of $11.4 billion. Roche's targeted therapies and immunotherapies portfolio is forecast to perform well over the period 2010-2019 and Roche looks set to consolidate its leading position in the oncology market.

Reasons to Purchase

- Quantify the performance of each of the top 20 cancer therapy brands in the seven major markets in 2009 and 2019
- Acquire a detailed account of top-selling cancer brand dynamics and the events that drive and limit their market growth
- Acquire a detailed account of the key developers in the cancer therapy market and their forecast performance in the 7MM over the period 2009-2019

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