Product Profiles: HIV - Growing number of FDCs further commoditizes the HIV market

Description: Gilead’s/Bristol-Myers Squibb’s Atripla was the first marketed cross-class fixed dose combination (FDC), an antiretroviral drug class in which drugs from different drug classes are being combined into a single pill to be taken once daily. Today, Atripla is widely accepted as the gold standard in HIV in the US and the five major EU markets (France, Germany, Italy, Spain, and the UK).

Features and benefits
- In-depth discussion of key marketed and pipeline antiretrovirals
- Extensive analysis of clinical trial data and assessment of clinical and commercial attractiveness for pipeline and marketed HIV drugs
- Analysis of life-cycle management and marketing strategies
- Discussion of future strategic opportunities to achieve success in a crowded HIV market

Highlights
- As a result of new FDCs reaching the market, HIV treatment, particularly in first line, will move away from the current “Atripla-for-all-approach” towards a more individualized approach. Tolerability and a drug’s resistance profile will emerge as key differentiation factors between the various available regimens.
- The first-to-market cross-class fixed-dose combination (FDC) Atripla is widely accepted as the gold standard in HIV in the US and the five major EU markets (France, Germany, Italy, Spain, and the UK).
- Apart from continuing efforts to assess pipeline and marketed drugs in cross-class FDCs and nuc-sparing regimens, there is also an increasing focus on certain subsets of patients, antiretrovirals als pre-exposure prophylaxis (PrEP) and intensification therapies to target residual viral reservoirs.

Your key questions answered
- Understand the changing market dynamics of HIV drugs, success factors for leading brands and the commercial potential of late stage pipeline products.
- Assess the strengths, weaknesses, opportunities and threats of key antiretrovirals and how these influence clinical and commercial attractiveness.
- Understand the impact of events such as patent expiries and new product launches on individual brands and the overall HIV antiretroviral market.

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