Product Profiles: Non-Insulin Antidiabetics - Options abound as the SGLT-2 class prepares for market entry

Description: The 2012–21 forecast period will see the loss of exclusivity for the leading non-insulin antidiabetic Actos franchise, while new launches include the first once-weekly GLP-1 agonists and the oral SGLT-2 inhibitor class, to compete in an increasingly crowded treatment algorithm in type 2 diabetes.

Features and benefits

- Review current brands and key pipeline non-insulin antidiabetics in development.
- Understand current market dynamics by evaluating currently marketed drugs.
- Assess comparator therapies, identify key strategies, and understand clinical trial results.
- Analyze the commercial and clinical potential of key marketed non-insulin antidiabetics and pipeline drugs.

Highlights

Despite moderate efficacy, a benign safety profile and oral delivery will mean that DPP-IV inhibitors continue to dominate branded non-insulin antidiabetics, led by gold standard Januvia, and new market entrants will struggle to overcome brand loyalty.

The GLP-1 agonist class will see more product launches, but doubts about their efficacy will allow once-daily Victoza to retain a leading position in the class and reach blockbuster status in the near future.

The new class of oral SGLT-2 inhibitors will see its first launches over the next 18 months; they will likely be positioned at later-stage therapy and can potentially complement any other antidiabetic therapy.

Your key questions answered

- What are the latest industry developments in non-insulin antidiabetics?
- Why will some brands fail to gain significant market share when others are more receptive to growth and will continue to thrive?
- Where are pipeline products falling short, and what will their owners have to do gain approval and deliver growth?

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