PharmaPoint: Seasonal Influenza Vaccines Japan Drug Forecast and Market Analysis

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Summary

GlobalData has released its new Country report, “PharmaPoint: Seasonal Influenza Vaccines Japan Drug Forecast and Market Analysis”. Seasonal Influenza is a respiratory infection caused by influenza virus that results in mild to severe symptoms, such as fever, cold and cough. The market is heavily driven by the sales of prophylactic vaccine treatments to prevent infection. Currently, trivalent intramuscular vaccines such as Sanofi's Fluzone and Vaxigrip, GlaxoSmithKline's Fluarix and FluLaval and Novartis' Fluvirin garner the majority stake of the market. However, with the entrance of vaccines with novel routes of administration, such as AstraZeneca's intranasal FluMist and Sanofi's Fluzone IntraDermal, GlobalData projects a dramatic shift favoring the adoption of such vaccines over the traditional intramuscular vaccines. GlobalData also anticipates that manufacturers that launch quadrivalent formulations will steal market share, patient share, and revenue from the trivalent influenza vaccines currently available.

The Japanese influenza vaccine market is valued at approximately $702 million in 2012. The projected drivers for growth of the Japanese influenza vaccine market include the entrance of large, multinational firms into the marketplace, a government commitment to educating the populace about the importance of preventative medicine (including vaccination), and growth of the elderly population. GlobalData does not project that intradermal and intranasal vaccines will enter the Japan market during the forecast period, leaving all market dynamics between existing and new intramuscular vaccines.

The Japanese influenza vaccine market differs from its US or European counterparts due the large role that non-commercial entities play in the marketplace. For example, the Chemo-Sero-Therapeutic Research Institute is the market leader. The organization is also referred to as Kaketsuken (abbreviation of its name in Japanese). Kaketsuken's recent completion of a new influenza vaccine plant, which doubled its production capacity, is an embodiment of the resources and commitment to the influenza vaccines that have enabled it to attain its position in the Japanese market.

Scope

- Overview of seasonal influenza, including epidemiology, etiology, symptoms, diagnosis, pathology and treatment guidelines as well as an overview on the competitive landscape.
- Detailed information on the key drugs in Japan including product description, safety and efficacy profiles as well as a SWOT analysis.
- Sales forecast for the top drugs in Japan from 2012 to 2022.
- Analysis of the impact of key events as well the drivers and restraints affecting the Japan seasonal influenza market.

Reasons to buy

- Understand and capitalize by identifying products that are most likely to ensure a robust return
- Stay ahead of the competition by understanding the changing competitive landscape for seasonal influenza
- Effectively plan your M&A and partnership strategies by identifying drugs with the most promising sales potential
- Make more informed business decisions from insightful and in-depth analysis of drug performance
- Obtain sales forecast for drugs from 2012 to 2022 in Japan

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