PharmaPoint: Seasonal Influenza Vaccines - Global Drug Forecast and Market Analysis to 2022: Event-Driven Update

Description:
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Summary
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.

Highlights
Key Questions Answered
- How big an impact will quadrivalent vaccines have on the seasonal influenza market? What do key opinion leaders think of this paradigm shift?
- What are the key vaccines for each segment in the population?
- Will vaccines with novel routes of administration face adoption challenges in the market? What is the projected uptake of intranasal FluMist or intradermal vaccines, like Fluzone IntraDermal, over the forecast period?
- The developmental pipeline consists of cell culture based vaccines. Which of these vaccines will attain high sales revenues during 2012-2022 and in which markets?
- What governmental and industry changes are likely to change the vaccination rates in the markets researched? Which is the biggest growth market globally?

Key Findings
- Quadrivalent vaccines are expected to cannibalize sales of trivalent vaccines or overtake trivalent vaccine sales.
- New market entrants will increase competitiveness in the areas of production, manufacturing, fidelity to circulating influenza strains and strength of immune response elicited.
- The initiation of a government initiative in the UK with Fluenz (FluMist) is anticipated to dramatically change market dynamics.

Scope
- Overview of seasonal influenza, including epidemiology, etiology, general symptoms from infection, and national vaccination recommendations and guidelines.
- Annualized seasonal influenza vaccine market revenue, annual cost of vaccination and treatment usage pattern data from 2012 and forecast for ten years to 2022.
- Key topics covered include strategic competitor assessment, market characterization, unmet needs, clinical trial mapping and implications for the seasonal influenza market.
- Pipeline analysis: comprehensive data split across different phases and emerging trends, specifically cell culture based vaccines and quadrivalent vaccines with novel routes of administration.
- Analysis of the current and future market competition in the global seasonal influenza vaccine market. Insightful review of the key industry and governmental drivers, restraints and challenges. Each trend is independently researched to provide qualitative analysis of its implications.

Reasons to buy
- Develop and design your in-licensing and out-licensing strategies through a review of pipeline products and technologies, and by identifying the companies with the most robust pipeline.
- Develop business strategies by understanding the trends shaping and driving the global seasonal influenza vaccine market.
- Drive revenues by understanding the key trends, innovative products and technologies, market segments, and companies likely to impact the global seasonal influenza vaccine market in future.
- Formulate effective sales and marketing strategies by understanding the competitive landscape and by analyzing the performance of various competitors.
- Identify emerging players with potentially strong product portfolios and create effective counter-strategies to gain a competitive advantage.
- Track drug sales in the global seasonal influenza vaccine market from 2012-2022.
- Organize your sales and marketing efforts by identifying the market categories and segments that present maximum opportunities for consolidations, investments and strategic partnerships.

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