The Future of Generic Drugs and Strategies for Commercial Success

Description: Our latest report “The Future of Generic Drugs and Strategies for Commercial Success” discusses trends in the global generic drugs market, and the evolving business strategies being adopted and leveraged by generic drug companies around the world. GBI Research conducted an extensive and targeted industry survey of experts from top global generic drug companies, to gather opinions on the trends and future commercial prospects of the generic drugs market.

The findings from the survey and results from extensive data analysis and secondary research efforts have been triangulated with our own analytical views to provide an objective assessment that is comprehensive in outlook.

The generic drugs market has seen rapid expansion for more than 30 years, and consistently achieves higher annual growth rates than the overall pharmaceutical market. The increase in generic drug activity can be primarily attributed to the promise of significant revenues from blockbuster drugs nearing patent expiry.

In the US – the largest generic drugs market by revenue – the number of generic drug approvals hit a record high in 2015, due to a new program that aimed to speed up approvals. There has also recently been a surge in the number of industry-transforming mergers and acquisitions, with companies looking to consolidate their position in this highly lucrative market.

The results of our latest industry survey provide insightful analyses from different expert panels, including R&D and commercial, and highlight trends observed in key geographical markets. The survey examined key commercial issues and recent developments in the generic drugs market, such as the reasons behind the surge in mergers and acquisitions, and the likely effects on market dynamics.

It covered important factors currently driving or restraining the market, prospects for key therapy areas expected to exhibit significant levels of genericization in the coming years, and the most promising emerging markets for generic companies in terms of revenue potential. Additionally, the survey examined common business strategies and regulations being leveraged by global generic drug companies for market expansion.

The report covers key small molecule drugs whose patents will expire in the coming years, providing an in-depth assessment of potential generic competition, expected launch dates and the overall impact on global branded revenues to 2021. The top global generic drug companies by revenue are also examined, including financial performance and recent activity within the market.

This new report adds to our unique portfolio of trusted industry analyses, which enable our clients to assess the most promising commercial areas in the market and identify key business opportunities.

Scope

- What is the current value of the generic drugs market, and how will market dynamics change in the coming years?
- Will the US continue to dominate the market?
- Which therapy areas will witness the highest level of genericization in the next five years?

Drivers and restraints in the generics industry:
- What are the most important factors promoting generic drug usage at a global level?
- What are the most important factors hindering or delaying generic drug approvals?
- Will governments worldwide continue their efforts to promote generic drug usage?
- How will global demographic trends impact demand for generic drugs?
- Which emerging economies are the most promising for generic drugs companies?
- Are generic drugs still negatively perceived?
- How are pricing pressures and rising costs affecting generic drug manufacturers?

Generic drugs pipeline for top small molecule drugs in the market:
- What will be the revenue impact for key small molecule drugs whose patents expire in the near future?
- What are the key patent expiry dates for these small molecules and what level of generic competition should they expect?

Strategies for commercial success:
- What are the most popular strategies or regulations being adopted and leveraged by generic drug manufacturers?
- What governmental policies are significantly influencing generic drug usage?
- What will be the impact of compulsory licenses in emerging markets?

Mergers and acquisitions in the global generic drugs market:
- What are the most important factors contributing to the surge in M&A activity in the generic drugs market?
- How will market dynamics be affected by continued consolidation in the generic drugs market?
- What have been the most important transactions in the generic drugs industry in recent years?

Top global generic drugs companies:
- How have top generic drugs companies performed in recent years?
- What are the prospects for top generic drugs companies?

Key Reasons to Purchase

This report will allow you to:
- Gain insightful analyses and understanding of market dynamics: This report comprehensively describes and assesses the most important factors driving and restraining the generic drugs market. It assesses pertinent commercial and regulatory aspects of the industry by combining survey results with proprietary in-house expertise and extensive secondary research efforts.
- Assess the generic drugs pipeline for top small molecule drugs in the market: Our study provides prospects for these drugs beyond their patent expiries, including potential generic competition, expected launch dates and revenue forecasts to 2021.
- Evaluate the strategies used by companies to promote generic drug usage: This report provides insights regarding the various commercial strategies being adopted and leveraged by generic drug companies to promote their therapies.
- Understand government policies and strategies to promote generic drug usage: This report assesses current strategies and regulations implemented by governments in key geographic markets to promote generic drug usage.
- Gain insight on mergers and acquisitions in the global generic drugs market: This report describes industry-transforming mergers and acquisitions that have occurred in recent years, the reasons behind the recent surge in these types of transactions, and their likely impact on market dynamics.

Contents:

1.1 List of Tables
1.2 List of Figures

2 Introduction
2.1 What are Generic Drugs?
2.1.1 Generic Drugs by Type
2.2 The Global Generic Drugs Market
2.2.1 Will the US Continue to Dominate the Global Generic Drugs Market?
2.3 Therapy Areas with Highest Levels of Genericization, 2016-2021
2.4 Entry Strategies for Generic Drugs

3 Generic Drugs Market: Drivers and Restraints
3.1 Factors Driving the Global Generic Drugs Market
3.1.1 The Patent Cliff is a Key Driver of Growth for Generic Drugs
3.1.2 Recent and Upcoming Patent Expiries of Notable Drugs
3.1.3 Will Governments Worldwide Continue Promoting Generic Drug Usage?
3.1.4 Generic Drug Approvals are Reaching Record Numbers in Key Markets
3.1.5 How Will Global Demographic Trends Impact Demand for Generic Drugs
3.1.6 Which Emerging Economies are the Most Promising for Generic Drugs Companies?
3.2 Factors Restraining Growth in the Global Generic Drugs Market
3.2.1 Delayed Launch of Generic Equivalents
3.2.2 Are Generic Drugs Still Negatively Perceived?
3.2.3 Impact of Supplemental Examination Provision of Patent Reform Act on Generics in the US
3.2.4 Pricing Pressures and Rising Costs for Generic Manufacturers
4 Generic Drug Pipeline for Top Small Molecule Drugs in the Market
4.1 Sensipar/Mimpara (cinacalcet)
4.1.1 Key Patent Expiry Dates and Potential Generic Competition
4.1.2 Sensipar/Mimpara Sales Forecast, 2011-2021
4.2 Tarceva (erlotinib)
4.2.1 Key Patent Expiry Dates and Potential Generic Competition
4.2.2 Tarceva Sales Forecast, 2011-2021
4.3 Lyrica (pregabalin)
4.3.1 Key Patent Expiry Dates and Potential Generic Competition
4.3.2 Lyrica Sales Forecast, 2011-2011
4.4 Vesicare (solifenacin)
4.4.1 Key Patent Expiry Dates and Potential Generic Competition
4.4.2 Vesicare Sales Forecast, 2011-2021
4.5 Viagra (sildenafil)
4.5.1 Key Patent Expiry Dates and Potential Generic Competition
4.5.2 Viagra Sales Forecast, 2011-2021
4.6 Vytorin/Inegy (ezetimibe plus simvastatin)
4.6.1 Key Patent Expiry Dates and Potential Generic Competition
4.6.2 Vytorin/Inegy Sales Forecast, 2011-2021
4.7 Truvada (emtricitabine plus tenofovir)
4.7.1 Key Patent Expiry Dates and Potential Generic Competition
4.7.2 Truvada Sales Forecast, 2011-2021
4.8 Zytiga (abiraterone)
4.8.1 Key Patent Expiry Dates and Potential Generic Competition
4.8.2 Zytiga Sales Forecast, 2011-2021
4.9 Benicar (olmesartan)
4.9.1 Key Patent Expiry Dates and Potential Generic Competition
4.9.2 Benicar Sales Forecast, 2011-2021
4.10 Exjade/Asunra (deferasirox)
4.10.1 Key Patent Expiry Dates and Potential Generic Competition
4.10.2 Exjade/Asunra Sales Forecast, 2011-2021

5 Strategies to Promote Generic Drug Usage by Companies
5.1 Authorized Generics
5.1.1 Diovan
5.1.2 Colcrys
5.2 Paragraph IV Certification
5.2.1 Baraclude
5.2.2 Copaxone
5.3 Super Generics
5.3.1 Super Generics: Intravail

6 Government Policies and Strategies to Promote Generic Drug Usage
6.1 Compulsory Licensing
6.1.1 Voluntary Licensing
6.1.2 Compulsory Licensing in the US
6.1.3 Compulsory Licensing in the EU
6.1.4 Compulsory Licensing in Asia-Pacific
6.1.5 Impact of Compulsory Licensing on Competition
6.1.6 Impact of Compulsory Licensing on Innovation
6.1.7 Impact of Compulsory Licensing on Pricing and Economies
6.1.8 CL Case Study- Nexavar
6.2 Generic Substitution
6.2.1 Impact of Generic Substitution in the US
6.2.2 Generic Substitution in the EU
6.2.3 Generic Substitution in Asia-Pacific
6.3 Tendering Generic Drugs
6.4 Parallel Trade
6.5 Impact of the Affordable Care Act on Generic Drugs
6.6 Physician Incentives for Prescribing
6.6.1 Legal Issues Regarding Physician Incentives
7 Mergers and Acquisitions in the Global Generic Drugs Market
7.1 Mergers and Acquisitions to Improve the Value Chain
7.1.1 Optimizing R&D
7.1.2 Increased Access to Active Pharmaceutical Ingredients and Formulations
7.1.3 Enhancing Marketing and Distribution Channels for Generic Drugs
7.2 Geographical Expansion Through Mergers and Acquisitions
7.3 Strategic Planning
7.4 Major Deals in the Global Generic Drugs Market and their Impact

8 Top Global Generic Drug Companies
8.1 Teva - Leading Generic Drugs Company in the World
8.1.1 Overview
8.1.2 Main Business Segments and Focus
8.1.3 Recent Activity in the Generics Market
8.1.4 Teva: SWOT Analysis
8.2 Sandoz
8.2.1 Recent Activity in the Generic Drugs Market
8.2.2 Sandoz: SWOT Analysis
8.3 Mylan
8.3.1 Recent Activity in the Generic Drugs Market
8.3.2 Mylan: SWOT Analysis
8.4 Sun Pharma
8.4.1 Recent Activity in the Generic Drugs Market
8.4.2 Sun Pharma: SWOT Analysis
8.5 Aspen
8.5.1 Recent Activity in the Generic Drugs Market
8.5.2 Aspen Pharmacare, SWOT analysis
8.6 Hospira
8.6.1 Recent Activity in the Generic Drugs Market
8.6.2 Hospira: Drugs SWOT analysis
8.7 Fresenius Kabi
8.7.1 Recent Activity in the Generic Drugs Market
8.7.2 Fresenius Kabi: SWOT analysis
8.8 Lupin
8.8.1 Recent Activity in the Generic Drugs Market
8.8.2 Lupin: SWOT analysis

9 Conclusion

10 Appendix
10.1 Industry Survey Results, Therapy Areas with Highest Levels Of Genericization, 2016-2021
10.2 Industry Survey Results, Therapy Areas with Highest Levels of Genericization, R&D Expert Panel vs Commercial Expert Panel, 2016-2021
10.3 Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level
10.4 Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level, R&D Expert Panel vs Commercial Expert Panel
10.5 Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level, European Panel vs North American Panel vs Asia Panel
10.6 Industry Survey Results, Leading Emerging Markets for Generic Drug Manufacturers, 2016-2021
10.7 Industry Survey Results: Most Important Factors Hindering or Delaying Approval of Generic Drugs Globally
10.8 Industry Survey Results: Most Important Factors Hindering or Delaying Approval of Generic Drugs, R&D Expert Panel vs Commercial Expert Panel
10.9 Industry Survey Results: Do Physicians in Developed Markets Regard Generic Drugs to be as Safe and Effective as Branded Drugs?
10.10 Industry Survey results, Most Popular Strategies or Regulations Leveraged by Companies in Generic Sector
10.11 Industry Survey results, Most Popular Strategies or Regulations Leveraged by Companies in Generics Sector, North American Panel vs European Panel vs Asian Panel
10.12 Industry Survey Results: The Impact of Compulsory Licensing on Innovator Companies in Emerging Markets
10.13 Industry Survey Results: The Impact of Compulsory Licensing on Innovator Companies in Emerging Markets, North American panel vs. European panel vs. Asian panel
10.14 Industry Survey results, Most Important Factors Contributing to Surge in M&A Activity in Generic Drugs Market
10.15 Industry Survey Results, The Most Important Factors Contributing to the Surge in M&A Activity in the Generic Drugs Market, North American panel vs. European panel vs. Asian panel
10.16 Industry Survey Results: Market Dynamics Affected by Continued Consolidation in the Generic Drugs Market
10.17 Industry Survey Results, North American Panel vs European Panel vs Asian Panel, Market Dynamics Affected by Continued Consolidation in the Generic Drugs Market
10.18 Bibliography
10.19 Contact Us
10.20 Disclaimer

1.1 List of Tables
Table 1: Generic Drugs by Type
Table 2: Generic Drug Entry Strategies
Table 3: Branded Drugs for which Authorized Generics Were Launched in US in 2015
Table 4: Selection of Branded Drugs for which First-Time Generics Have Been Launched in the US in 2015
Table 5: Super Generics Approved in the US, 2010-2014
Table 6: Super Generics Under Development in the US, 2016
Table 7: Teva, SWOT Analysis
Table 8: Sandoz, SWOT Analysis
Table 9: Mylan, SWOT Analysis
Table 10: Sun Pharma, SWOT Analysis
Table 11: Aspen, SWOT Analysis
Table 12: Hospira, SWOT Analysis
Table 13: Fresenius Kabi, SWOT Analysis
Table 14: Lupin, SWOT Analysis

1.2 List of Figures
Figure 1: Industry Survey Results, Therapy Areas with Highest Genericization, 2016-2021
Figure 2: Industry Survey Results, Therapy Areas with Highest Genericization, R&D Expert Panel vs Commercial Expert Panel, 2016-2021
Figure 3: Industry Survey Results, Most Important Factors Promoting Generic Drug Usage Globally
Figure 4: Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level, R&D Expert Panel vs Commercial Expert Panel
Figure 5: Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level, European Panel vs North American Panel vs Asia Panel
Figure 6: ANDAs Filed and Approved by FDA, 2008-2014
Figure 7: Industry Survey Results, Leading Emerging Markets for Generic Drug Manufacturers, 2016-2021
Figure 8: Industry Survey Results, Most Important Factors Hindering or Delaying Approval of Generic Drugs Globally
Figure 9: Industry Survey Results, Most Important Factors Hindering or Delaying Approval of Generic Drugs, R&D Expert Panel vs Commercial Expert Panel
Figure 10: Industry Survey Results, Do Physicians in Developed Markets Regard Generic Drugs to be as Safe and Effective as Branded Drugs? (%)
Figure 11: Sensipar, Global Revenue ($m), 2011-2021
Figure 12: Tarceva, Global Revenue ($m), 2011-2021
Figure 13: Lyrica, Global Revenue ($m), 2011-2021
Figure 14: Vesicare, Global Revenue ($m), 2011-2021
Figure 15: Viagra, Global Revenue ($m), 2011-2021
Figure 16: Vytorin, Global Revenue ($m), 2011-2021
Figure 17: Truvada, Global Revenue ($m), 2011-2021
Figure 18: Zytiga, Global Revenue ($m), 2011-2021
Figure 19: Benicar -, Global Revenue ($m), 2011-2021
Figure 20: Exjade, Global Revenue ($m), 2011-2021
Figure 21: Industry Survey, Most Popular Strategies or Regulations Leveraged by Companies in Generic Sector
Figure 22: Industry Survey, Most Popular Strategies or Regulations Leveraged by Companies in Generics Sector, North American Panel vs European Panel vs Asian Panel
Figure 23: Industry Survey, Impact of Compulsory Licensing on Innovator Companies in Emerging Markets
Figure 24: Industry Survey, Impact of Compulsory Licensing on Innovator Companies in Emerging Markets, North American Panel vs European Panel vs Asian Panel
Figure 25: Industry Survey, Most Important Factors Contributing to Surge in M&A Activity in Generic Drugs
Figure 26: Industry Survey, Most Important Factors Contributing to Surge in M&A Activity in Generic Drugs Market, North American Panel vs European Panel vs Asian Panel
Figure 27: Industry Survey, Market Dynamics Affected by Continued Consolidation in Generics Market
Figure 28: Industry Survey Results, Market Dynamics Affected By Continued Consolidation in Generics Market, North American Panel vs European Panel vs Asian Panel
Figure 29: Industry Survey Results, Therapy Areas with Highest Levels of Genericization, 2016-2021
Figure 30: Industry Survey Results, Therapy Areas with Highest Levels of Genericization, R&D Expert Panel vs Commercial Expert Panel, 2016-2021
Figure 31: Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level
Figure 32: Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level, R&D Expert Panel vs Commercial Expert Panel
Figure 33: Industry Survey Results, Most Important Factors Promoting Generic Drugs Usage at a Global Level, European Panel vs North American Panel vs Asia Panel
Figure 34: Industry Survey Results, Leading Emerging Markets for Generic Drug Manufacturers, 2016-2021
Figure 35: Industry Survey Results: Most Important Factors Hindering or Delaying Approval of Generic Drugs Globally
Figure 36: Industry Survey Results: Most Important Factors Hindering or Delaying Approval of Generic Drugs, R&D Expert Panel vs Commercial Expert Panel
Figure 37: Industry Survey Results: Do Physicians in Developed Markets Regard Generic Drugs to be as Safe and Effective as Branded Drugs?
Figure 38: Industry Survey results, Most Popular Strategies or Regulations Leveraged by Companies in Generic Sector
Figure 39: Industry Survey results, Most Popular Strategies or Regulations Leveraged by Companies in Generics Sector, North American Panel vs European Panel vs Asian Panel
Figure 40: Industry Survey results: The impact of compulsory licensing on innovator companies in emerging markets
Figure 41: Industry Survey results: The impact of compulsory licensing on innovator companies in emerging markets, North American panel vs. European panel vs. Asian panel
Figure 42: Industry Survey results: The most important factors contributing towards the surge in M&A activity within the generic drugs market
Figure 43: Industry Survey results: Most Important Factors Contributing to Surge in M&A Activity in Generic Drugs Market, North American Panel vs European Panel vs Asian Panel
Figure 44: Industry Survey Results: Market dynamics affected by continued consolidation in the generic drugs market
Figure 45: Industry Survey Results, North American Panel vs European Panel vs Asian Panel, Market Dynamics Affected by Continued Consolidation in the Generic Drugs Market


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