Prescription Drugs: Global Outlook to 2008

Description: This report is about the global market for prescription drugs and estimates the market outlook to 2008. Readers receive detailed data and analysis about important global pharmaceutical industry developments. The research report discusses key industry activities including alliances, disease demographics to target major diseases, distribution channels and market trends.

The research study shows that companies are facing challenging times ahead as drug patent expirations approach and lists patent expirations to 2008. The development of new drug pipelines and how companies can get their drugs approved around the globe are also key challenges that the pharma must face. The report discusses what pharma companies must do to market and distribute their approved products to patients around the world.

While the global economy has had its ups and downs, this report projected that the market will grow to about $655.8 billion in 2008 and will grow at a rate of about 7.3% (CAGR).

The pharmaceutical industry faces numerous challenges that could be helped with newer business approaches. This report looks at the industry from the viewpoint of leading disease categories and reveals what the key health issues are through disease demographic data from around the globe. This report analyzes the disease categories of the top 276 drug products and ranks the best selling areas and products. This interesting data is projected to 2008.

Pharma and biotech industry executives, product managers, marketers, planners, entrepreneurs, VCs, investors, academic researchers and consultants would find this report a useful information source. The report discusses the numerous pharma industry topics with interesting and useful findings. Thirty-two tables and seventeen figures illustrate the findings. Detailed information about the business and R&D activities of the top pharma companies is listed in many areas of this report.

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