



## Business Insights

For a clearer market perspective

# The Specialty Pharmaceutical Market Outlook

Key players, opportunities and  
future trends



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## About us



**Business Insights'** portfolio of healthcare reports is designed to help you make well informed and timely business decisions. We understand the problems facing today's pharmaceutical and healthcare executives when trying to drive your business forward, and appreciate the importance of accurate, up-to-date, incisive product, market and company analysis. We help you to crystallize your business decisions.

Business Insights' reports are authored by independent experts and contain findings from dedicated primary research. Our authors' leading positions secure them access to interview key executives and to establish which issues will be of greatest strategic significance for the industry.

Our healthcare portfolio of reports can be used across a wide range of business functions to assess market conditions and devise future strategy. Our reports cover key areas including **strategy, industry analysis, market outlook, new business opportunities** and **strategic insight**.

## Report overview

**'The Specialty Pharmaceuticals Market Outlook'** is a new Business Insights report which provides key information on market dynamics, leading players and key therapy areas of opportunity for specialty pharma companies. Market drivers include increasing reimbursement from national health bodies and governments, industry consolidation, big pharma divestments and biotech growth. Resistors including increased competition, big pharma entry to specialty markets and the financial crisis are also examined in the context of industry strategies of licensing deals, product acquisitions and orphan drug development. Ten leading players are profiled including an analysis of current products, drug pipelines and threats from patent expiries.

The effects of industry trends such as rising costs, and generic erosion are analyzed and developed into an outlook for the future of the specialty sector, including strategies for future success.

**Pages** 100

**Figures** 20

**Tables** 23

This report sizes the specialty pharmaceutical market and makes quantitative forecasts to 2014. It also analyzes the effects of wider pharmaceutical industry trends on specialty playe

For more information,  
please call Maureen Croce at 866/464-2776  
Fax: 781/639-0529  
email: mcroce@hcpro.com

## Key findings



The specialty pharmaceutical market is estimated at \$116bn in 2010 and is forecast to grow to \$141bn by 2014.



In 2008, specialty pharma companies accounted for 15% of global pharmaceutical sales and 40% of sales not accounted for by big pharma companies.



Central nervous system, anti-infective, cardiovascular and ophthalmology were the largest specialty pharma therapy areas in 2008.



Industry pressures on large diversified pharma companies are having a knock-on effect on the specialty sector in the form of increased competition for licensing deals.



Easing credit conditions will give rise to a further wave of consolidation, with specialty players likely to become acquisition targets.

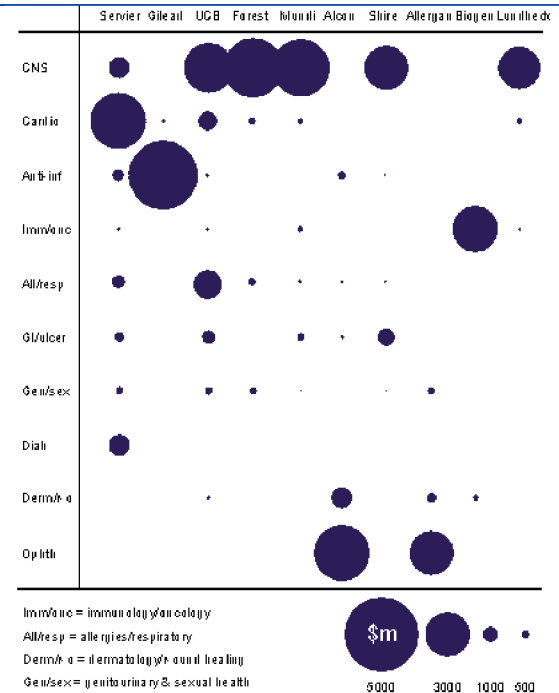


Figure 3.17: Revenues of leading specialty pharma companies by therapy area

“While half of the ten largest companies were CNS specialists, no single indication accounted for this. In targeting their sales-forces on specialist physicians, specialty pharma companies are often able to leverage wider margins than their big pharma cousins.”

## Use this report to...

- **Assess leading players** in the specialty sector.
- **Understand the drivers and resistors** of the specialty pharmaceutical market.
- **Gain an insight into key market strategies** such as in-licensing, acquisitions and orphan drug development.
- **Determine therapy areas of rich opportunity** which are well suited to the specialty pharma business model.
- **Develop strategies for success** in the future specialty pharma market.

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 email: mcroce@hcpro.com

## Key issues...



**Which therapy areas and indications have suitable dynamics** for the specialty pharmaceutical business model?



**How is the financial crisis affecting the specialty pharma industry?**



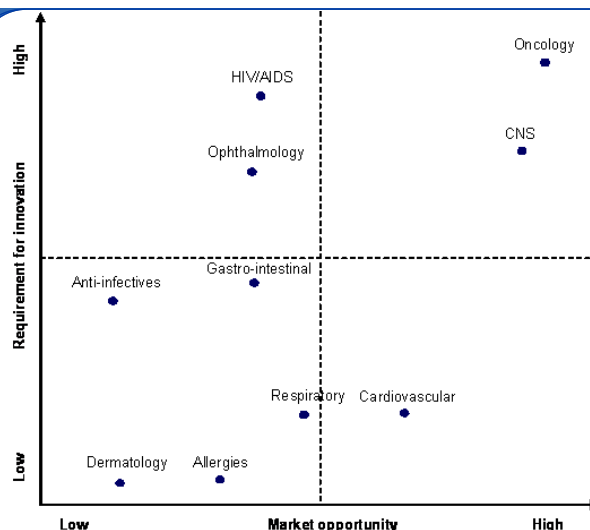
**Competition for licensing deals is increasing** as big pharma companies rush to fill their pipelines.



**Healthcare reform** is set to have wide ranging effects on the largest pharmaceutical market in the world.



**A further round of pharma industry consolidation** will impact the specialty pharmaceutical industry.



**Fig 2.5: Opportunity against requirement for innovation by therapy area**

“Therapeutic areas vary in the level of innovation required for new products. Scale is a key factor when attempting to negotiate partnering deals with drug discovery and biotech companies. High market opportunity areas are likely to suffer from strong competition from big pharma companies, except in niche indications. Indications with low to mid range market opportunity and medium to high requirements for innovation are best suited to the typical specialty player...”

## Discover...

- What is outlook for specialty pharma companies and therapeutic markets to 2014?
- What are the drivers and resistors of the specialty pharma market?
- What are the leading players in the specialty pharmaceutical sector?
- What indications and therapy areas are most ripe for entry by specialty pharma companies?
- What strategies will be successful in the future specialty pharmaceutical market?

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## Table of Contents

### EXECUTIVE SUMMARY

- The specialty pharmaceutical market
- Specialty therapeutic markets
- Leading players in the specialty pharmaceutical market
- The future of the specialty pharmaceutical market

### CHAPTER 1 THE SPECIALTY PHARMACEUTICAL MARKET

- Summary
- Introduction
  - Background
  - Definition
  - Overview
- The specialty pharmaceutical market
  - Drivers
    - Increasing reimbursement/healthcare reform
    - Industry consolidation
    - Big pharma divestment of therapeutic franchises
    - Long term growth of biotech
  - Resistors
    - Increased competition for in-licensing deals
    - Increased competition in specialty markets
    - Reimbursement regime can depress prices
    - Financial crisis to inhibit near to medium term biotech productivity
- Industry strategies
  - Acquisitions
  - Licensing in products
  - Orphan drug development
- Conclusion

### CHAPTER 2 SPECIALTY THERAPEUTIC MARKETS

- Summary
- Introduction
  - Drug innovation
- CNS
  - Market overview
  - Alzheimer's
  - Epilepsy

- Attention deficit hyperactivity disorder
- Anti-infectives
  - Market overview
  - HIV
- Cardiovascular
  - Market overview
  - Heart failure
  - Cardiomyopathies
- Ophthalmology
  - Market overview
  - Glaucoma
  - Age related macular degeneration

### CHAPTER 3 LEADING PLAYERS IN THE SPECIALTY PHARMACEUTICAL MARKET

- Summary
- Introduction
- Servier
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Geographic factors
    - Patent threat
    - Generic strength
  - Conclusion
- Gilead
  - Company overview
  - Marketed products and product pipeline
  - Pipeline
  - Deals
  - Outlook
    - Patent threat
    - Growth of HIV market
    - Reliance on HIV
  - Conclusion
- UCB
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
    - Strong position in the epilepsy market set to continue
- Biopharmaceutical pipeline potential
- Conclusion
- Forest Laboratories
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
  - Conclusion
- Mundipharma International
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
  - Conclusion
- Shire
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
    - Strength in ADHD
    - Switching strategy may not succeed
  - Conclusion
- Allergan
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
    - Strength in niche markets
  - Conclusion
- Biogen Idec
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
    - Safety risks of Tysabri and Rituxan
  - Conclusion
- Lundbeck
  - Company overview

## Table of Contents

- Marketed products and product pipeline
- Deals
- Outlook
  - Patent threat
  - Strength in the CNS field
  - Conclusion
- Alcon
  - Company overview
  - Marketed products and product pipeline
  - Deals
  - Outlook
    - Patent threat
    - Positive outlook for the eye-care market
    - Conclusion
- Specialty pharmaceutical market (\$bn), 2008-14e
- Global biotech R&D expenditure (\$bn), 2008-14e
- Opportunity against requirement for innovation by therapy area
- CNS market segmentation (\$bn), 2008
- Global anti-Alzheimer's drugs market (\$bn), 2004-09e
- Global anti-epilepsy drugs market (\$bn), 2007-14e
- Breakdown by drug class of the global anti-infectives market (\$bn), 2008
- Regional breakdown of the HIV drugs market (\$bn), 2008
- Global HIV drugs market (\$bn), 2007-14e
- US HIV population (m), 2005-14e
- Breakdown by drug class of the global cardiovascular market (\$bn), 2008
- Incidence of chronic heart failure in the EU and the US (\$m), 2010-16e
- Sales of leading players in the ophthalmology sector (\$bn), 2008
- Global ophthalmic pharmaceutical sales (\$bn), 2009-14e
- Revenues of leading specialty pharma companies by therapy area
- Alcon segmental revenues, 2008
- Specialty pharma's increasing role in drug development
- Tradeoff of competition and market size between small and large indications
- Servier product pipeline
- Gilead marketed products (\$m), 2008
- Gilead product pipeline
- UCB marketed products (\$m), 2008
- UCB product pipeline
- Forest marketed products (\$m), 2008
- Forest product pipeline
- Mundipharma marketed products (\$m), 2008
- Mundipharma product pipeline
- Shire marketed products (\$m), 2008
- Shire product pipeline
- Allergan marketed products (\$m), 2008
- Allergan product pipeline
- Biogen Idec marketed products (\$m), 2008
- Biogen Idec product pipeline
- Lundbeck marketed products (\$m), 2008
- Lundbeck product pipeline
- Alcon marketed products (\$m), 2008
- Alcon product pipeline

### CHAPTER 4 THE FUTURE OF THE SPECIALTY PHARMACEUTICAL MARKET

- Summary
- Overview
- Trends
  - Healthcare reform
  - Increased competition for licensing opportunities and acquisitions
  - Takeovers and mergers of specialty pharma companies
  - Increased development of specialty R&D
- Strategies
  - Concentrating on correct indications
  - Building partnerships
  - Effective search for products and candidates

### APPENDIX

- Selected bibliography
- Index

### LIST OF FIGURES

- Value chains of specialty and fully integrated pharmaceutical companies
- Segmentation of the pharmaceutical market (\$bn), 2008

### LIST OF TABLES

- Key specialty therapy areas and market shares, 2008
- Sales performance of various CNS drug classes, 2008
- Prevalence of glaucoma in selected markets (m), 2008-14e
- Leading Servier marketed products (\$m), 2008

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