

Asthma and COPD: what does the future hold?

- > Dear Executive,
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- > A strategic analysis from Espicom Business Intelligence...
- > Asthma and COPD Drug Discoveries: what the future holds
- >
- > The global asthma and COPD market is currently worth around US\$20 billion.
- > The top twelve pharmaceutical products by value had combined global sales
- > of US\$15.7 billion in 2005. Six brands had sales in excess of US\$1
- > billion. Combined sales of the top ten products were 21.1% higher than in
- > 2004.
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- > A number of older therapies, for asthma in particular, are widely
- > available
- > generically and there is fierce competition in the market. The asthma
- > market accounts for the majority of the total and is valued at around
- > US\$15
- > billion. The COPD market is current valued at US\$4 - US\$5 billion and is
- > set to double in the next five years.
- >
- > Future market growth will be driven by increasing disease awareness, an
- > increasing patient pool, both in the paediatric asthma sector and the
- > ageing population susceptible to COPD, and the launch of newer, more
- > expensive therapies targeting areas of high unmet clinical need. These
- > will be offset to some extent by the launch of new generics and the sales
- > erosion of monotherapies by combination products.
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- > A rapidly expanding sector...
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- > An estimated 300 million people around the world have asthma and the
- > European Federation of Allergy and Airway Diseases Patients Association
- > have indicated that this could increase to 400-450 million by 2025.
- > Around
- > 30 million people in Europe have asthma, 6 million of whom have severe
- > symptoms and around 1.5 million live in fear of dying from an attack.
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- > COPD is one of the top five causes of disability and death in industrial
- > societies. According to the WHO, COPD is the fourth leading cause of
- > death
- > worldwide, based on 2004 data. In the US, COPD is projected to be the
- > third leading cause of death by 2020.
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- > Results of the National Health Interview Survey in the US indicate that
- > 12.1 million adults over the age of 25 reported being diagnosed with COPD
- > in 2001. Of these, 9.2 million reported being diagnosed with chronic

- > bronchitis, 2 million with emphysema and 0.9 million with both conditions.
- > According to the National Heart, Blood and Lung Institute, this compares
- > with around 24 million adults in the US who have evidence of impaired lung
- > function, which suggests COPD is under-diagnosed.

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- > According to the European Respiratory Society, the total cost of asthma in
- > Europe is €17.7 billion per year (White Book, 2003). In the UK, around

> 5.2

- > million people are currently receiving treatment for asthma. Of these,
- > 1.1

- > million are children, equivalent to one in ten. According to Asthma UK,
- > asthma costs the NHS an average of £889 million per year.

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- > Asthma and COPD Drug Discoveries: what the future holds provides a
- > complete

- > insight into the prospects for companies and products that are driving
- > this

- > high growth US\$20 billion sector.

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- > THIS REPORT ANSWERS CRITICAL QUESTIONS...

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- > Which products will win out in the race to maximise revenues?

- > What therapeutic approach will dominate?

- > Which companies are involved?

- > What will the market landscape look like in 2011?

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- > AND PROVIDES...

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- > Product/market forecast by value 2006/2011 for current and future
- > therapies

- > 15 key products assessed

- > Market context

- > Competitive evaluation

- > Research reviews

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- > NEW AND ESTABLISHED THERAPY APPROACHES COVERED

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- > Beta-2 Agonists

- > Inhaled Corticosteroids

- > Combination Therapies

- > Leukotrine Receptor Antagonists

- > Anti-Immunoglobulin E Therapy

- > Muscarinic Antagonists

- > PDE-IV Inhibitors

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> Asthma & COPD Drug Discoveries: what the future holds is available now in
> pdf via email and printed formats for just £1295/US\$2655/€2330.

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> Regards,
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> Ian Taylor,
> Editorial Director

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