

MARKET REPORT



Multiple Myeloma - China Drug Forecast and Market Analysis to 2023

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Multiple Myeloma - China Drug Forecast and Market Analysis to 2023

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Summary

The Multiple Myeloma (MM) market is currently dominated by Velcade and Revlimid, and the market is set to undergo substantial growth between 2013 and 2023. The main drivers of growth will be the launch of monoclonal antibodies (mAbs) Empliciti and daratumumab, which will not only provide a new treatment option for MM patients, but will also lengthen the time between relapses, meaning that the duration of Revlimid and/or Velcade treatments will also be longer. Furthermore, the relatively mild safety profile of these mAbs and the significant efficacies demonstrated by these agents will mean that more MM patients will ultimately receive drug treatment. Label extensions of these mAbs, as well as of second-generation proteasome inhibitors ixazomib and Kyprolis, will further increase treatment options for these patients. The biggest constrainers of the MM market are the increasing cost-consciousness of healthcare providers, as the launch and subsequent label extensions of these pipeline agents will lead to a significant expense, which may impact uptake of these drugs. The patent expiries of Revlimid and Velcade will somewhat alleviate healthcare spending on multiple myeloma patients, which may assist in the uptake of mAbs and second-generation PIs in the multiple myeloma market.

The urban China market is expected to increase in size by 2023, although at a more modest rate compared to the other major markets. Uptake of new therapies will be limited in China compared to the other major markets. Management of the disease in China is still not fully developed, and drug reimbursement limitations restrict the use of expensive branded therapies, so the use of chemotherapies and unbranded agents such as thalidomide is preferred.

Scope

- Overview of Multiple Myeloma including epidemiology, etiology, symptoms, diagnosis, pathology and treatment guidelines as well as an overview on the competitive landscape.
- Detailed information on the key drugs in China including product description, safety and efficacy profiles as well as a SWOT analysis.
- Sales forecast for the top drugs in China from 2014-2024.
- Analysis of the impact of key events as well the drivers and restraints affecting China Multiple Myeloma market.

Reasons to buy

- Understand and capitalize by identifying products that are most likely to ensure a robust return
- Stay ahead of the competition by understanding the changing competitive landscape for Multiple Myeloma.
- Effectively plan your M&A and partnership strategies by identifying drugs with the most promising sales potential
- Make more informed business decisions from insightful and in-depth analysis of drug performance

- Obtain sales forecast for drugs from 2014-2024 in China.

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