

MARKET REPORT



Multiple Myeloma Forecast in 18 Major Markets 2016-2026

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Multiple Myeloma Forecast in 18 Major Markets 2016-2026

Black Swan Analysis Epiomic™ Epidemiology Series Forecast Report on Multiple Myeloma in 18 Major Markets

Multiple Myeloma is a cancer of plasma cells and is characterized by the production of abnormal immunoglobulins (Ig) or antibodies, as well as an accumulation of malignant plasma cells in the bone marrow. In some cases it can be asymptomatic, known as “smouldering” Multiple Myeloma. Although there have been several advancements in understanding how the disease develops, it is unclear as to what exactly causes it.

This report provides the current incident population for Multiple Myeloma across 18 Major Markets (USA, France, Germany, Italy, Spain, United Kingdom, Ireland, Brazil, Japan, India, Saudi Arabia, South Africa, Canada, Mexico, Turkey, Argentina, Russia and Australia) split by gender and 5-year age cohort. Along with the current incidence, the report also contains a disease overview of the risk factors, disease diagnosis and prognosis along with specific variations by geography and ethnicity.

Providing a value-added level of insight from the analysis team at Black Swan, several of the main symptoms and co-morbidities of Multiple Myeloma have been quantified and presented alongside the overall incidence figures. These sub-populations within the main disease are also included at a country level across the 10-year forecast snapshot.

Main symptoms and co-morbidities for Multiple Myeloma include:

- Anaemia
- Hypercalcaemia
- Increased % of bone marrow plasma cells (BMPC %)
- Thrombocytopenia
- Renal failure
- Elevated C-reactive protein

This report is built using data and information sourced from the proprietary Epiomic patient segmentation database. To generate accurate patient population estimates, the Epiomic database utilises a combination of several world class sources that deliver the most up to date information from patient registries, clinical trials and epidemiology studies. All of the sources used to generate the data and analysis have been identified in the report.

Reason to buy

- Able to quantify patient populations in global Multiple Myeloma’s market to target the development of future products, pricing strategies and launch plans.
- Gain further insight into the incidence of the subdivided types of Multiple Myeloma and identify patient segments with high potential.
- Delivery of more accurate information for clinical trials in study sizing and realistic patient recruitment for various countries.
- Provide a level of understanding on the impact from specific co-morbid conditions on Multiple Myeloma’s incident population.
- Identify sub-populations within Multiple Myeloma which require treatment.

- Gain an understanding of the specific markets that have the largest number of Multiple Myeloma patients.

Additional Details

Publisher : Black Swan Analysis

Reference : MMYE0010416

Number of Pages : 68

Report Format : PDF

Publisher Information :



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The Black Swan team has a unique skill set: the ability to develop dynamic market forecasts and interactive patient flow models using a wide range of data including complex pathological and epidemiological information. As pharmaceutical and healthcare companies are challenged to deliver more specific targets that align with unmet medical needs. These modelling approaches are more commercially focused to meet the requirements of a changing healthcare environment.

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Our philosophy at Black Swan is to create the right environment using inclusive dialogues and collaboration that enable us to generate outputs that make business decisions clear. Our goal is to provide an unparalleled level of satisfaction and quality for our clients.

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Reason to buy • Able to quantify patient populations in global Multiple Myeloma’s market to target the development of future products, pricing strategies and launch plans. • Gain further insight into the incidence of the subdivided types of Multiple Myeloma and identify patient segments with high potential. • Delivery of more accurate information for clinical trials in study sizing and realistic patient recruitment for various countries. • Provide a level of understanding on the impact from specific co-morbid conditions on Multiple Myeloma’s incident population. • Identify sub-populations within Multiple Myeloma which require treatment. • Gain an understanding of the specific markets that have the largest number of Multiple Myeloma patients.

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