Market-driven Product Strategies

A longer life span is expected to translate to a growing number of patients diagnosed with chronic conditions. To counteract the financial and medical infrastructure implications of this trend, pressure from the public sector and managed care organizations will place a premium on therapeutic self-administration, an expectation that is creating an increased interest in routes of administration that are patient-friendly and cost-effective. Pharma company decision makers have come to the realization that for many products, success no longer only depends on the medication itself but also on achieving a consumer-compatible form of packaging and application.

The Biological Juggernaut

In recent years, the number of biological drugs in development and reaching the marketplace has increased significantly. The clinical application of these drugs is sometimes limited by a lack of desirable attributes for adequate absorption or distribution. So it's critical to formulate these drugs into safe, stable and efficacious delivery systems. Because these drugs face formidable enzymatic and penetration barriers when administered orally, peptide and protein drugs continue to be developed almost exclusively for parenteral administration. The growth of biological drug products is having a significant effect on the way drugs and devices are developed. Cooperation between device designers and drug developers is occurring much earlier in the drug development cycle, allowing device designs in many cases to be tailored to the bioavailability targets and pharmacokinetic profiles of specific drug therapies.
‘This report examines FDA and EMA-approved biological drugs and their position and potential in a dozen major disease segments – markets with important implications for drug developers, contract and supplier ecosystem partners and infrastructure participants. Growth prospects for key biological drug therapeutic segments will vary over the forecast period covered in this analysis, influenced by demographic, socioeconomic and competitive factors.’
Our reports are carefully researched and written to provide timely and insightful analysis of key factors and developments shaping the commercial marketplace. The focused nature of our publications is designed to allow readers to identify emerging demand and growth opportunities in selected markets. Numerous charts, tables and graphs complement the text, with evaluations and assessments of current and probable future market developments, technology issues and business factors - information necessary to compete effectively in the global marketplace.

What You Will Learn

- What are the currently approved biological drugs; their dosing, host system, indication(s); what is their as-supplied configuration?
- What are the key market segments for biological drugs; what are the market dynamics and market demographics?
- What are the therapeutic demand drivers and commercial devices in key product segments?
- What are the supply chain dynamics, technologies and market development issues?
- How big is the market? How is it growing? What will it look like in 2020?
- Who are the leading biological drug suppliers, their product development activities, business strategies, and corporate alliances and affiliations?
- What are the significant economic, technology, and regulatory factors affecting the market for biological drugs?

Report Value Chain – Who Should Read this Report

**Development**
- Drug Developers
- Device Suppliers
- CMOs
- Components/APIs
- Testing/Validation
- Clinical Trial Mgmt

**Industry**
- Pharma Managers
- Biotech Managers
- Drug Marketers
- Industry Strategists
- Financial Analysts
- Management Consultants

**Market**
- Clinical Managers
- Drug Distributors
- Pharma Regulators
- FDA Consultants
- Managed Care Managers
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The Power of Insight

Find us on the Web:
www.greystoneassociates.org

Report Format and Availability

This report is available electronic format. A single user license as well as licenses for multiple users are available. Custom licensing options to address specific company user requirements are available by calling client services at 603-595-4340, or by emailing clientservices@greystoneassociates.org.

Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, distributors, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and materials standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations. Forecasts and projections of market

Greystone Research Associates

Greystone Research Associates is a medical technology consulting firm focused on the areas of medical market strategy, product commercialization, venture development, and market research. We assist medical and healthcare market participants in achieving their business objectives through the creation of detailed development strategies, product commercialization programs, and comprehensive market and technology research and analysis. Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge to refine and execute their marketing plans and financial targets.
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We accept the following forms of payment:

- **Company Check**: Please make checks payable to ‘Greystone Associates’
- **Credit Cards**: We accept MasterCard, Visa and American Express
- **Wire Transfers**: See ‘Wire Transfers’ below for more information

**Orders Outside the U.S.**

Orders must be prepaid via credit card, company check in US funds and drawn on a US bank, or wire transfer.

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### Biological Drugs to 2020

*Markets, Players, Strategies and Forecasts*

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