

Research and Markets: Brain Tumor - Drug Pipeline Analysis and Market Forecasts to 2016

January 20, 2010 07:08 AM Eastern Standard Time

Source: <https://www.businesswire.com/news/home/20100120005816/en/Research-Markets-Brain-Tumor---Drug-Pipeline>

DUBLIN--([BUSINESS WIRE](#))--**Research and Markets**

(http://www.researchandmarkets.com/research/704b41/brain_tumor_drug) has announced the addition of GlobalData's new report "[Brain Tumor - Drug Pipeline Analysis and Market Forecasts to 2016](#)" to their offering.

“Brain Tumor - Drug Pipeline Analysis and Market Forecasts to 2016”

[Brain Tumor - Drug Pipeline Analysis and Market Forecasts to 2016](#)

GlobalData, the industry analysis specialist's new report, "[Brain Tumor - Drug Pipeline Analysis and Market Forecasts to 2016](#)" is an essential source of information and analysis on the global brain tumor market. The report identifies the key trends shaping and driving the dynamism in the global brain tumor market. The report also provides insight on the prevalent competitive landscape and the emerging players expected to bring a significant shift in the market positioning of the existing market leaders. Most importantly, the report provides valuable insight on the pipeline products within the global brain tumor market.

The Brain Tumor Market is Forecast to Show Positive Growth to 2016

GlobalData has estimated the global brain tumor market to be have been worth \$1,094m in 2009 and forecasts it to grow at a CAGR of 3.1% to reach \$1.3 billion by 2016. An increasing number of novel therapies are expected to launch in this period and this will act as a significant driver for the market. There are currently three products approved for the treatment of brain tumors, and there is a strong potential opportunity for pipeline products to enter this market.

The Developmental Pipeline Continues to Attempt to Meet the Unmet Need

GlobalData finds that the current marketed products seem to be not satisfying the unmet needs that exist in the brain tumor market. The current market has huge potential for pipeline drugs that are strong in terms of survival, efficacy, and safety. As patients become more aware of the latest technological developments; increased efficacy, tolerability, and safety profiles will be the key factors that drive the acceptance and market penetration of pipeline products. As the marketed products do not serve the unmet need, the market continues to offer opportunities for stronger pipeline candidates. Considering the fact that the majority of pipeline products are combination and first-in-class therapies with proven superiority in offering therapeutic performance, the existing market leaders will face significant challenges in maintaining their market shares.

Major Companies Focus on the Brain Tumor Drug Development Landscape

GlobalData expects that Myriad Genetics, Merck Sereno, Merck, F.Hoffmann-La Roche Ltd, Pfizer Inc., Novartis AG, GlaxoSmithKline and others will become the leading competitors in the global brain tumor market. These companies have some of the most technologically advanced products in their pipeline portfolios and are expected to attract the investor attention in the coming years.

The competition in the existing market is not intense with only three key products approved. This scenario could change in the near future following multiple product launches by the leading and emerging manufacturers who are concentrating on novel therapies.

The scope of the report includes:

- Annualized global brain tumour market revenues data from 2000 to 2009, forecast forward for 7 years to 2016.
- Geographic markets covered in this report include the US, the UK, Italy, Spain, Germany, France, and Japan.
- Pipeline analysis data providing a split across different phases, mechanism of action being developed and emerging trends.
- Analysis of the current and future market competition in the global brain tumour market.
- Insightful review of the key industry drivers, restraints and challenges. Each trend is independently researched to provide qualitative analysis of its implications.
- Key topics covered include strategic competitor assessment, market characterization, unmet needs and implications for future market associated with brain tumour.

Reasons to buy

The report will enhance your decision making capability in a more rapid and time sensitive manner. It will allow you to:

- Develop and design your in-licensing and out-licensing strategies through review of pipeline products and technologies and by identifying companies with the most robust pipeline.
- Develop business strategies by understanding the trends shaping and driving the global brain tumour market.
- Drive revenues by understanding key trends, innovative products and technologies, market segments and companies likely to impact the global brain tumour market in future.
- Formulate effective sales and marketing strategies by understanding the competitive landscape and by analyzing the performance of various competitors.
- Identify emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Organize your sales and marketing efforts by identifying the market categories and segments that present maximum opportunities for consolidations, investments and strategic partnerships.
- What's the next big thing in the global brain tumour market landscape? - Identify, understand and capitalize.

Key Topics Covered:

1 Table of contents

2 Brain Tumor: Market Characterization

3 Brain Tumor Market: Competitive Assessment

4 Global Brain Tumor Market: Pipeline Assessment

5 Global Brain Tumor Market: Implications for Future Market Competition

6 Global Brain Tumor Market: Future Players in the Brain Tumor Market

7 Global Brain Tumor Market: Appendix

Companies Mentioned:

- AstraZeneca
- GlaxoSmithKline plc
- Bristol-Myers Squibb
- Pfizer Inc
- Eli Lilly and Company
- F. Hoffmann-La Roche Ltd (Roche)
- Novartis AG
- Merck & Co., Inc

For more information visit

http://www.researchandmarkets.com/research/704b41/brain_tumor_drug

Contacts

Research and Markets

Laura Wood, Senior Manager,

press@researchandmarkets.com

U.S. Fax: 646-607-1907

Fax (outside U.S.): +353-1-481-1716