The Top 10 Generic Pharmaceutical Companies
Positioning, performance and SWOT analyses

“Among the global top 10 generic players, Novartis, Apotex, Pfizer and Stada have outperformed the industry, while Mylan hovers around the industry average. Watson has underperformed, with sales growing at a CAGR of 1.3% between 2004–2007...”

Compare the performances and growth strategies of leading generics companies and discover the business models that hold the key to future growth with this new report...
Business Intelligence for the Pharmaceutical Industry

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Our healthcare portfolio of reports can be used across a wide range of business functions to assess market conditions and devise future strategy. Our reports cover key areas including strategy, industry analysis, market outlook, new business opportunities and strategic insight.

Some key findings from this report...

- The global generics market reached $90.7m in 2007, representing a three-year CAGR of 12.1%. Sales of generic drugs are expected to increase by 14–15% in 2008, as compared with branded pharmaceutical growth of 6–7%. Much of this growth will be driven by the introduction of pro-generic reforms to major markets.

- The top 10 generics companies accounted for 28.5% of the global market in 2007. Many leading players are actively updating their product portfolios, seeking growth opportunities in emerging markets, pursuing cost optimization and investing in R&D capabilities.

- The US attained generics sales worth $25.4m in 2007, accounting for 26.3% of global market. However, the generics markets of EU countries have a higher growth rate than the US, and accounted for 14.2% of the global sales in 2007.

- Generics companies are currently facing a number of major challenges including continued pricing pressure, authorized generics, a lack of patient awareness and distrust among healthcare prescribers.

- The nervous system (NS) and cardiovascular system (CVS) were the largest generics therapy areas among the top 10 companies in this report, with a 2007 market share of 31% and 28% respectively.
The Top 10 Generic Pharmaceutical Companies

The global generics market grew at a faster pace than the global pharma market in 2007, with a CAGR of 16.4% during 2004–2007. Regular patent expirations of blockbuster drugs are the primary growth driver of the industry. Rising healthcare expenditure has also contributed to industry expansion, with governments coming under growing pressure to provide low cost alternatives to branded drugs. However, the generics market is changing due to the threat from authorized generics, competition from players in emerging countries and increasing consolidation. Teva's acquisition of Barr Pharmaceuticals is the latest example of companies attempting to improve their market strength and geographical reach via divestments and acquisitions.

‘The Top 10 Generic Pharmaceutical Companies’ is a new report published by Business Insights that analyzes the size, structure and competitive landscape of the global generics market. The top 10 generics companies are assessed based on their market shares, product performances, therapeutic focus and future outlook, and the key issues and challenges facing these companies are examined. The latest industrial trends and developments are assessed across the generics markets of the UK, France, Germany, Italy, Spain and the US. This report also evaluates the strengths and weaknesses of the leading players and provides insights into the opportunities and threats that face them.

Assess the structure, competitive landscape and latest developments in the global generics market, compare the performances and portfolios of leading companies and benchmark their strategies with this new report...

Top reasons to order your copy today

- Benchmark the top 10 generic companies over the 2004-07 period, and use detailed company analysis to measure the performances and outlooks of major players including Novartis, Teva, Mylan, Apotex, Ratiopharm, Pfizer, Sanofi-Aventis, Watson, Bayer and Stada.

- Assess the market dynamics, sales volumes, growth drivers within major generics markets with this report’s analysis of countries including France, Germany, Italy, Spain, the UK and the US.

- Evaluate the strategies of leading generics companies by using this report to measure the success of their currently marketed products and identifying their geographic expansion, product innovation tactics, major acquisitions and divestments and new product launches.

- Identify the therapeutic focus of the top 10 generics companies, understand how company product portfolios are evolving and examine future growth opportunities within key therapeutic areas.

- Measure the industrial impact of the latest trends and issues including the implications of patent expirations and the future potential of emerging generics markets such as Brazil, Russia, India and China.

“The low-cost generics market is expanding in Russia, as economic conditions improve and disposable incomes increase. Germany’s Stada increased its share of the Russian pharmaceuticals market from 0.9% to 1.4% in 2007, through Nizhfarm, in which it has a 99.09% stake. In 2007, it also acquired the Makiz group of Russian companies, ZAO-Makiz Pharma...”
Key issues examined in this report...

- **Growing presence of branded companies.** Branded pharma companies are increasingly involved in generics production to win back revenues that would otherwise be lost due to patent expiry. After launching their own authorized generics, branded companies are able to delay and inhibit the entry of pure generic players by undercutting price and market share during the exclusivity period.

- **Rising pressure on pricing.** The long term sustainability of generic pharmaceutical companies is coming under threat after government initiatives to promote low cost generics have contributed to product devaluation and reduced profit margins.

- **Increased consolidation.** Generic manufacturers are consolidating in order to compete with rising numbers of specialty pharma companies who possess greater scale and R&D capabilities. The regulatory framework for authorized generics also provides easy market access for specialty developers, forcing pure generic players to consolidate in order to achieve greater vertical integration, scale and R&D skills.

Your questions answered...

- What are the latest trends and developments in the major generics markets of the UK, France, Germany, Spain, Italy and the US?

- Who are the top 10 global generic pharmaceutical companies and what are their market shares?

- Which therapy areas have become the focus of the global top 10 generic companies?

- What are the strengths, weaknesses, opportunities and threats facing each of the leading players?

- What are the drivers and resistors of growth across major generics markets?

- What are the key strategies of the leading generics companies and how do these strategies drive revenue and market share?

- What is the future outlook for the global generics industry?
Chapter 5: Mylan

Major therapeutic focus
The major therapeutic areas for Mylan, based on 2007 sales are CVS, NS, alimentary tract and metabolism, genito-urinary system and sex hormones, anti-infectives for systemic use, respiratory system, musculo skeletal system, and antineoplastic and immunomodulating agents.

Growth strategies
Mylan has grown rapidly over the past few years, mainly through inorganic expansion. In 2007, it completed the acquisition of Merck Generics and gained a controlling interest in Matrix. With these acquisitions, Mylan expanded into numerous countries outside the US and became the third largest generics company in the world, based on 2007 sales. Through its controlling interest in Matrix, Mylan has direct access to the second largest API manufacturer in the world, providing it with a vertically integrated supply chain. Following the acquisition of Merck Generics, Mylan added Genpharm, a top five generics company in Canada, to its stable. This acquisition also provided presence in an additional area with significant growth opportunities, giving direct access to markets in Poland, Hungary, Slovakia, Slovenia and the Czech Republic.

Leading market position in Asia Pacific
Mylan claims to hold the number one market position in both Australia and New Zealand and the number four market position in Japan. Alphapharm, its Australian subsidiary, is the generics market leader, holding an estimated 60% market share by volume as of August 2007, and offering the largest portfolio of generic pharmaceutical products in the Australian market. In New Zealand, Mylan’s wholly owned subsidiary Pacific Pharmaceuticals is the largest generics company on the market. Its Japanese subsidiary Mylan Seiyaku offers a broad portfolio of over 400 products with a focus on antibiotics, anti-diabetics, oncology, and skin and allergy medications. The generics market in Australia is underdeveloped, and as a result, the government is increasingly focused on promoting generics in an effort to reduce costs. In addition, recent pro-generics government actions in Japan, such as higher patient co-pays, fixed hospital reimbursement for certain procedures and pharmacy substitution, are expected to be key drivers of the future growth and profitability.
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