Executive Summary

Sales for Psoriasis in the US 2012–2022

We estimate the 2012 PsO drug sales to be $3.43 billion in the US. By forecast end in 2022, sales will increase to over $4.79 billion at a Compound Annual Growth Rate (CAGR) of 3.39%, which includes six pipeline therapies and the launch of biosimilars. This growth will be driven by:

- Healthcare reform, resulting in expanded access to medical care.
- Establishment of regulatory guidelines for biosimilar drugs. The uptake of biosimilars for the currently marketed biologics: adalimumab, infliximab, and ustekinumab.

Despite these drivers, the major barriers to the growth of the PsO market in the US will include:

- Patent expiries of key branded drugs will lead to erosion of sales.
- Increasing emphasis on cost-effectiveness as a result of US healthcare reform will make it more difficult for drugs to command premium pricing.
- The PsO market will be crowded, yet comprised of diversified therapies. Individual drugs will struggle to gain a foothold as they distinguish themselves from each other.

Figure below presents the PsO drug sales in the United States during the forecast period.
Executive Summary

What do the Physicians Think?

Drug resistance and patients becoming refractory to therapies in less than three years have become main issues of discussion in the PsO world.

“The resistance issue will be an issue in the five-year [time] frame. We need alternative, possible alternative choices. The larger the number of available drugs, the better.”

[EU] key opinion leader, January 2013

The upcoming launches of the IL-17 inhibitors have KOLs extremely excited, as they hope to be able to put them to use early in the treatment paradigm. However, we encountered some physician experts who felt that the current pipeline would not unseat the established anti-TNF drugs.

“I'm most excited about the antagonist IL-17. I find these drugs very effective and quite safe. I think they will probably have a role in the future.”

[EU] key opinion leader, January 2013

“I don't think [the] new biologics coming will have an impact on the use of TNF inhibitors.”

[US] key opinion leader, December 2012

The use of biosimilars has also been a hot topic among dermatologists and other physicians who prescribe biologics for the warranted indications. However, there is a misconception as to the pricing of these biologic generics; we discovered mixed feelings among physicians regarding their presence due to manufacturing or pricing.

“I think it's an opportunity. This market is highly price-sensitive...when they come to the market; they will completely grab the market of the anti-TNFs, provided the prices are 30 to 50%. It is very significant...If it's 20%, then I'm disappointed.”

[EU] key opinion leader, January 2013
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2 Introduction

2.1 Catalyst

The psoriasis market is currently very dynamic, with novel therapies awaiting approval, such as:

- Novartis’ interleukin-17 (IL-17) inhibitor, secukinumab
- Merck’s interleukin-23 (IL-23) inhibitor, MK-3222
- Celgene’s phosphodiesterase-4 (PDE-4) inhibitor, apremilast

These compounds will challenge the current biologics in an attempt to dislodge the stronghold of the TNF inhibitors, if their safety and efficacy profiles are proven once they enter the market.

The impending patent cliff will allow for the emergence of biosimilars to all the marketed brands. Patent expiries begin in 2014 for the current market leaders, such as:

- Johnson & Johnson’s Remicade (infliximab)
- AbbVie’s (Abbott’s pharmaceutical division) Humira (adalimumab)
- Amgen’s Enbrel (etanercept)
- Johnson & Johnson’s Stelara (ustekinumab)

The drivers for market growth will also include affordable treatments throughout the world, as well as the push for long-term drug efficacy. The challenges will be the crowded marketplace, comprising a highly-diversified field of therapies, with individual drugs struggling to distinguish themselves.
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Appendix

9.8 About GlobalData

GlobalData is a leading global provider of business intelligence in the healthcare industry. GlobalData provides its clients with up-to-date information and analysis on the latest developments in drug research, disease analysis, and clinical research and development. Our integrated business intelligence solutions include a range of interactive online databases, analytical tools, reports, and forecasts. Our analysis is supported by a 24/7 client support and analyst team.

GlobalData has offices in New York, Boston, London, India, and Singapore.

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