Significant growth is expected in the DES market from 2012-2022.

GlobalData estimates 2012 DES therapeutic sales to be approximately $1.6 billion across the 9 markets covered in this forecast: US, France, Germany, Italy, Spain, UK, Japan, China, and India. By the end of the forecast period, sales will grow to $5.5 billion at a CAGR of 12.8%.

Major drivers to the growth of the DES market over the forecast period will include:

- The launch of novel pipeline drugs, which are predicted to generate strong uptake, as well as the growth and expansion of already launched products including Restasis, Diquas and Mucosta.
- A global push for increased physician and patient awareness which will increase diagnosis and treatment rates
- A rapidly growing elderly population to broadly expand the patient base.

Major barriers to the growth of the DES market will include:

- Patients self-medicating with artificial tears or home remedies and the severity of their DES worsening before seeking treatment
- Patient compliance is typically very low for DES drugs
- The increasingly crowded DES marketplace will make it more difficult for newer treatments to differentiate themselves from the established agents and achieve significant individual patient share. While the market is not currently crowded, the approval of several new treatments in the next 3 years will make it difficult for late-forecast entrants

Below figure illustrates the global DES sales for the seven major markets (US, 5EU, Japan), China, and India during the forecast period.

Established players to improve their position and new entrants to contribute significantly in market growth

Current players in the DES space are Allergan, Alcon, Otsuka and Santen who are having strong presence with their potential marketed drugs. Allergan is currently the market leader for dry eye therapeutics due to its strong presence in both the pharmaceutical and OTC sectors. The company markets Restasis, the only available prescription eye drop for DES in the US, as well as Refresh, a highly successful brand of artificial tears. Alcon’s DES portfolio is primarily comprised of the Systane line of products, which are launched in 95 countries.
The company does not compete directly in the prescription eye drop market, so it may face serious competition from late-stage products that address the underlying causes of dry eye.

Santen has the strongest DES pipeline among current and future players. The company recently launched Diquas in Japan and Korea, and has filed an NDA for the product in China. Hyalein, as a marketed product, continues to reap large sales volumes. Otsuka is a new entrant to the ophthalmology market through the launch of Mucosta.

New players in the DES market are Shire having Lifitegrast, most likely late-stage candidate and success of this drug could propel Shire into being a major player in the ophthalmic landscape. Can-Fite Biopharma with its oral drug, CF101 in phase III; Eyegate Pharma with its lead compound EGP-437, a corticosteroid using EDGS technology. These pipeline agents offer patients expansion into new markets, novel mechanisms of action and longer-acting delivery systems. The real opportunity for new players to market their new products and expand the patient base relies.

The companies are currently focusing on increasing R&D efforts, utilizing novel delivery technologies, expanding into new geographies and reformulating already approved drugs.
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2 Introduction

2.1 Catalyst

Dry eye syndrome (DES), or keratoconjunctivitis sicca, is a multifactorial disease of the eye caused by dryness, decreased tear production, or increased tear film evaporation. DES, which is often referred to simply as dry eye, is the most prevalent form of ocular discomfort and irritation. The most common symptoms of DES are ocular irritation and discomfort, foreign body sensation, fatigue, and visual disturbances, which interfere with daily activities. In the elderly population, it is the most common reason for seeking eye care, and this is expected to increase exponentially with an aging demographic. In addition to becoming increasingly common in patients over the age of 50, DES is also increasing in mild to moderate forms due to external stimuli, such as computer usage. As the developed world expands, the market for more mild treatments will also grow.

This report provides a thorough analysis of the current and future landscape of DES therapeutics. For this report, the global coverage includes the seven major markets (7MM), US, UK, Germany, France, Italy, Spain, UK, and Japan, as well as the emerging markets of China and India. Artificial tears are the mainstay of therapy for the treatment of dry eye, regardless of severity of the disease, along with other pharmacologic treatment options, including Restasis (cyclosporine 0.05% ophthalmic emulsion), Diquas (diquafosol tetrasodium), and Mucosta (2% rebamipide ophthalmic suspension). The DES pipeline is strong, with 49 molecules in various phases of development. More notably, the late-stage pipeline has three products with novel mechanisms of action to treat the inflammation associated with the disease.

Since the last GlobalData DES report, in addition to a consistently growing patient population as a result of aging baby boomers and lifestyle changes associated with increased industrialization, two new entrants have emerged in the DES market: Diquas and Mucosta. Both have been launched in Japan and are contributing significantly to the treatment paradigm and will continue to capture market share.

The late-stage pipeline has three products with novel mechanisms of action to treat the inflammation associated with the disease.
2.2 Related Reports

- GlobalData (2013). Diquas (Dry Eye Syndrome) – Forecast and Market Analysis to 2022.
Introduction

5.7 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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