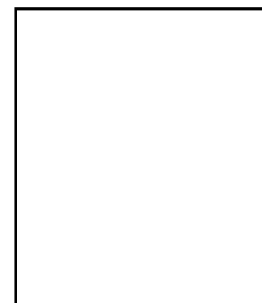


## *From Chairman's Desk*

The Pharmaceutical industry has emerged insensitive to **recession** because diseases do not avail holiday. A detailed trend analysis of the global pharmaceutical market to the end of 2009 and forecasts until 2014 reveals:

*"The global pharmaceutical market grew to \$808 billion in 2009, at a compound annual growth rate of 9.3% between 1999 and 2009. Year-on-year growth in the global pharmaceutical market decreased to 4.6% in 2009, largely as a result of cost containment in the US and major European markets and the impact of several blockbuster patent expiries in 2008 and 2009."*



### **Major findings of this report include:**

- 125 pharmaceutical drugs generated more than \$1billion in global sales. The top 100 blockbuster drugs generated sales of US\$285.
- The top 10 companies ranked by pharmaceutical sales generated total sales of \$317 billion.
- The global pharmaceutical market is forecast to grow to \$1,033 billion in 2014, an equivalent CAGR of 5.0% over the next five years.
- The leading therapy areas by global pharmaceutical sales in 2009 were CNS with a 15.8% market share and cardiovascular with 14.5%.
- The CNS pharmaceutical market will decrease from \$127.8 billion in 2009 to \$118.5 billion in 2014, a CAGR of -1.5%.
- In 2009 there were a total of 14 cardiovascular blockbuster products with combined sales amounting to \$50.7 billion.
- The US pharmaceutical market grew by 3.0% in 2009 to \$300.3 billion with highest growth in mail services and clinics.
- The major five Germany, France, Italy, Spain and the UK, together accounted for over 60% of all European pharmaceutical sales in 2009.
- Pfizer had the greatest number of blockbuster products in 2009 with 14, which includes five inherited through the acquisition of Wyeth.
- China is expected to enter 2011 as the third largest pharmaceutical market after the US and Japan, overtaking Germany with a predicted 25 per cent growth and \$50bn in sales.
- By 2015, annual spending on prescription drugs in another 16 emerging markets is expected to increase by at least \$1bn, which for the lowest spender in the group, Vietnam, will mark a doubling of 2009's expenditure.
- Innovative products in areas of stroke prevention, melanoma, multiple sclerosis, breast cancer and hepatitis C are expected to enter the market next year, representing 30-35 new chemical and biological entities with five predicted to reach blockbuster status.
- While 2011 is expected to bring global drugs sales of \$880-890bn, "the underlying constraints to growth in developed markets are stronger than ever", according to Murray Aitken, Senior Vice President at IMS, with "major drugs losing patent protection and facing generic competition for the first time". The new potential blockbuster drugs are not expected to provide market growth "beyond what we've seen in the past 3 years which is at historically low levels".

In view of the above market analysis it is imperative that to meet the market growth and special opportunities before the industry in the regime of patent expiries and generic competition, adequate human resource is developed, who are equipped with latest knowledge and technology, in the field. Pharmaceutical industry must come forward with sound policy on its human resource requirements and expectations in terms of knowledge, expertise and behaviors, so that academia can tune itself according to time and perfection becomes practice to meet the challenges of emerging market space for the industry.

***Prof. Suresh Nagpal***