

# European Generic Drug Markets

## Growth to 2007

*"As 18 blockbuster products with revenues over \$1bn are due to lose patent protection in the years leading up to 2005, there will be considerable opportunities in the generics business"*

An essential and highly topical report on the high growth European generics industry

- Comprehensive insight into the dynamics of this growth sector
- Updates on recent legislative and regulatory changes in the EU
- Details market values for generics in 14 European territories
- Strategic advice for research-based & generics manufacturers

Example Table from report:

Estimates of Germany's generic market by value, 2001-2007

		2001	2002	2003	2004	2005	2006	2007
Germany	Generics market (US\$bn)	5.0	5.7	6.5	7.4	8.1	9.2	10.4
	Penetration %	27	28	29	30	30	31	32

*Also from Urch:*

The Guide to European Pharmaceutical Pricing and Reimbursement Systems & The Pricing and Reimbursement Systems of Central & Eastern Europe



# European Generic Drug Markets: Growth to 2007

**The generic drug sector in Europe is poised for significant market growth over the next 5 years. Already generics account for 50% of all prescriptions and this is forecast to reach 75% by 2007.**

Cost-containment pressures on healthcare services and organisations will lead to increased adoption of generic substitution and prescribing practices in many EU Member States boosting volume and value for the industry. Other factors such as patent expiry of leading drugs and EU enlargement are intrinsic in the growth and expansion of the EU generics sector to 2007.

European government initiatives to reduce pharmaceutical budgets will become increasing evident over the next decade. Specific decree laws and reforms will continue to effect changes in pricing and reimbursement, encouraging the use of generics.

Countries such as Germany and the UK continue to dominate the European generics sector, but Southern Mediterranean countries such as Spain and Italy who have had low value and volume generic markets are forecast to increase rapidly mainly as a result of government cost-containment pressures. The Dutch and Scandinavian markets are also expected to show sustained growth in line with growth of total markets and positive disposition towards generics.

**European Generic Drug Markets; Growth to 2007**, a new 50,000 word market report from Urch Publishing, provides the valuable market data and insight that both ethical and generic pharmaceutical companies will find useful in their business.

#### **The report answers questions vital to your business:**

- What are key factors driving growth in the European generics market?
- What is the current regulatory and legislative framework for generics in Europe?
- Which factors are shaping the future of generic markets?
- What are the market opportunities for generics to 2007?
- Which countries are earmarked for high growth in generics?
- How will recent EC regulatory proposals affect generics in the EU?

- What are the European country-specific market valuations of generics to 2007?
- What are the strategies of multinationals to protect patented drugs?
- What are the strategies employed by generics companies to grow and sustain their industry?

#### **Six reasons why you and your company should invest in this report.**

1. Provides comprehensive insight into the European generics industry
2. Gives a strategic overview of the dynamics of the generics sector
3. Indicates trends and opportunities in the generics sector in Europe
4. Discusses recent legislative and regulatory changes in the EU
5. Details market values for generics in 14 territories, including EU accession countries
6. Over 50 useful figures and tables

#### **Who should invest in this report?**

- CEOs
- Business Development Executives/Strategists
- Senior Executives
- Generic firms
- Multinationals with patent expiries approaching
- Pharmaceutical organisations
- Regulatory officials
- Government and trade libraries
- Market Research Analysts

#### **The Author**

Timothy Atkinson Bsc. (Hons.) has worked for over ten years in medical and scientific publishing environments. He has previously managed numerous medical communication projects customised for the pharmaceutical industry and is a member of the European Medical Writers Association. Over the past five years, Tim has authored over 20 pharmaceutical management reports, trade articles, and press features and has worked for many leading pharmaceutical firms and healthcare organisations.

## Table of Contents (full table of contents at [www.pharmaforesight.com](http://www.pharmaforesight.com))

### **CHAPTER 1: THE EUROPEAN GENERICS MARKET**

- Introduction to the European generics industry
- Importance of government cost-containment pressures in the evolution of the EU generics sector
- Barriers to the generics industry
- Factors stimulating growth in the European generics market
- Measures needed to stimulate generic medicines
- The generics market in Europe
- Generic therapeutic categories
- Generic market territories
- Regulatory issues – Ten-year rule, MRP, bioequivalence
- Recent regulatory issues
- Roche-Bolar – the European perspective
- Bolar provisions outside the EU
- Proposed changes to expedite the Mutual Recognition Procedure
- Data Exclusivity versus Bolar provision: a fair trade off?
- Recent generics regulatory legislation in the US
- Intellectual property, patents and SPCs
- Recent patent litigation – the case of AstraZeneca's Losec (Omeprazole)
- Schering-Plough – Claritin(loratadine) franchise
- EU enlargement
- Multinationals and generic subsidiaries
- Importance of pricing and patents in the development of an active Generic market
- Expansion in the generics industry
- Impact of patent expiries of leading drugs on the generics industry
- Parallel trade

### **CHAPTER 2: UNITED KINGDOM**

- The UK generics Market
- Strengths of UK generics sector
- Generic prescribing trends in the UK
- Generic pricing issues
- Recent pricing issues
- The UK government perspective – setting maximum generic prices
- Unfounded generic price increases in the UK - A case of serious fraud?
- Leading UK generics companies
- Major players
- Impact of parallel trade
- Impact of patent expiries
- Distribution methods
- Regulatory environment
- Intellectual property and patent law

### **CHAPTER 3: GERMANY**

- The German generics market
- Cost-containment measures
- Prescribing trends
- Generic prescribing
- Pricing in Germany
- Reference pricing
- Generic pricing – effects of competition
- Impact of patent expiries
- Factors affecting pricing of generics in the future
- Distribution
- Impact of parallel trade
- Regulatory environment
- Intellectual property and patent law
- Leading generics players in Germany

### **CHAPTER 4: FRANCE**

- The French Generics Market
- Generic substitution
- The Répertoire
- Pharmacists and Generic Substitution
- Encouraging generic use among doctors
- Consumer Barriers to Substitution
- Recent Market Trends
- The French Pricing System
- Impact of Patent Expiries
- Distribution
- Regulatory Environment
- Intellectual property
- Impact of parallel trade
- Generics Companies in France
- The Market Leader

### **CHAPTER 5: THE NETHERLANDS**

- The generics market in The Netherlands
- Generic prescribing trends
- Leading generic companies in The Netherlands
- Pricing system
- Patent expiry
- Regulatory environment
- Intellectual property
- Impact of parallel trade

### **CHAPTER 6: BELGIUM**

- The generics market in Belgium
- Leading generics companies in Belgium
- Pricing system
- Distribution
- Regulatory environment
- Intellectual property
- Impact of parallel trade

## List of Figures

Figure 1.1	Benefits of generic drugs
Figure 1.2	Key national factors stimulating generics growth in Europe
Figure 1.3	Penetration of generics in the EU by value and volume, 2001
Figure 1.4	Estimated market share of the European generics industry, 2002
Figure 1.5	Convergence of eastern and western generics manufacturers during EU enlargement
Figure 1.6	Prices of a basket of products at pharmacy level
Figure 2.1	Estimated market share by volume of leading UK generics companies, 2002
Figure 3.1	Leading German generics companies, 1999 (based on value DM million)
Figure 3.2	Top 10 generics companies by sales value, 1999
Figure 4.1	Market share of French generic companies by value, 2001
Figure 5.1	Estimated market share of leading generics firms in The Netherlands, 2000

## List of Tables

Table 1.1	Measures employed by governments and healthcare systems to save on pharmaceutical spending.
Table 1.2	Barriers to the generics drugs industry
Table 1.3	Key drivers of growth in the European generics sector
Table 1.4	Measures needed to stimulate the use of generic medicines
Table 1.5	Major western European Generic

Table 1.6	pharmaceutical markets, 2001-2007
Table 1.6	EC data exclusivity times as at mid-2000
Table 1.7	EGA position in response to research-based industry's claims on patent protection and data exclusivity
Table 1.8	Comparative prices of a basket of pharmaceuticals
Table 1.9	Price differentials between brand names and generics in Europe
Table 1.10	Patent expiries of leading drugs in Europe to 2004
Table 1.11	Leading patented drugs, patent expiry dates and sales revenue, 2000-2005
Table 2.1	Estimations of UK generics market by value, 2001-2007
Table 2.2	UK rates of generic prescribing, 1987-2001
Table 2.3	Generic prescribing and dispensing rates in the UK, 2000-2001
Table 3.1	Estimates of Germany's generic market by value, 2001-2007
Table 3.2	German Sick Fund Drug Spending Trends, 1994-1999
Table 3.3	German prescribing rates for generically available substances (1998)
Table 3.4	A basket of drug prices in Germany, 1999-2000
Table 4.1	Estimates of the generic market in France by value, 2001-2007
Table 4.2	European average prices in 2000
Table 4.3	Leading generic molecules listed in August 2000 Répertoire
Table 4.4	Increase use of branded generics and decline of brands, 1998-2000
Table 4.5	European per capita drug consumption (1997)

Table 4.6	Revenue for leading French generic companies in 2001
Table 5.1	Estimates of the generic market in The Netherlands by value, 2001-2007
Table 5.2	Dutch generic prescribing rates 1998
Table 5.3	Leading Dutch generic firms, 1999
Table 6.1	Estimated generics market in Belgium, 2001-2007
Table 7.1	The Danish Generics Market, 2001-2007
Table 7.2	The Finnish Generics Market, 2001-2007
Table 7.3	The Norwegian Generics Market, 2001-2007
Table 7.4	The Swedish Generics Market, 2001-2007
Figure 7.1	Total generics market for Scandinavia, 2001-2007, US\$bn
Table 8.1	Spanish Generic Market Estimations, 2001-2007
Table 8.2	European average prices, 2000
Table 8.3	Average price per prescription in Spain, 1997-2000
Table 8.4	Cost-containment measures introduced at government level in Spain since 1997
Table 8.5	Examples of Spanish generic companies
Table 9.1	The Generics Market in Austria, 2001-2007
Table 9.2	The Generics Market in Greece, 2001-2007
Table 9.3	The Generics Market in Italy, 2001-2007
Table 9.4	Generic companies in Italy
Table 10.1	Growth of the generic market in various European countries
Table 10.2	Major European patent expiries, 2000 to 2010
Table 10.3	Biopharmaceuticals Expected to Come off Patent by 2007
Table 10.4	Main EGA objections to EC proposals on improving the registration system for generics

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### CHAPTER 7: SCANDINAVIA

- The Scandinavian generic drugs market
- Denmark
- Pricing in Denmark
- Parallel trade in Denmark
- Finland
- Norway
- Pricing in Norway
- Parallel trade in Norway
- Sweden
- Pricing in Sweden
- Parallel trade in Sweden

### CHAPTER 8: SPAIN

- The Spanish generic drug market
- Pricing in Spain
- Government cost-containment pressure
- Measures to encourage doctors
- Measures to encourage pharmacists through generic substitution
- Impact of patent expiries
- Distribution
- Regulatory environment
- Intellectual property
- Impact of parallel trade
- Generics companies in Spain

### CHAPTER 9: OTHER EUROPEAN GENERIC MARKETS

- Austria
- Greece
- Italy
- Pricing in Italy
- Recent provisions for the promotion of generics
- Parallel export trade in Italy
- Portugal

### CHAPTER 10: FUTURE MARKET TRENDS AND OPPORTUNITIES

- Factors facilitating generic growth to 2007
- Individual countries
- Future generic opportunities
- Parallel trade in generics
- Biogenics
- Recent EU registration and regulation problems

### CHAPTER 11: GENERICS IN CENTRAL AND EASTERN EUROPE

- EU Enlargement
- Hungary
- Poland
- Former Yugoslavia
- Others – Iceland, Turkey

### CHAPTER 12: STRATEGIES FOR RESEARCH-BASED COMPANIES AND GENERICS MANUFACTURERS

- Strategies for research-based companies
- Litigation
- Reformulation
- New isomeric forms
- Changing the manufacturing process
- Releasing your own generic
- Strategies for generics manufacturers
- Exploiting patent rights
- Intellectual property protection
- R&D
- Protecting the manufacturing process
- Recognising and evaluating the rights protecting a commercial product
- Opposition to the Bolar exemption

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