

EvaluatePharma®

# European Drug Forecasts

# Evaluate European Drug Forecasts to 2022: Real-world, country level historic product sales and consensus based forecasts.

Conduct European market sizing, R&D horizon scanning and price comparison utilising real world government and company reported sales data with country level, consensus based product forecasts to 2022.



## European Market Sizing

Forecasts for key branded products

## Model Future Pipeline Impact

Forecasts for full R&D pipeline

## Government and Company Reported Drug Sales

Compare with audit based systems

## Pricing

Perform comparative pricing analysis

## Generic Market Analysis

Generic sales, volume & pricing

## European Launch Dates

Launch dates for products in European countries

# Single solution for business development and licensing, commercial and corporate strategy, consultants and investment banks



## European Market Sizing

Forecasts for key branded drugs at a European country level – market value of over €100bn in 2022

- Conduct future market assessment
- Map future trends of key marketed drugs
- Profile in line products

## Model Future Pipeline Impact

Full forecast pipeline for R&D products launching in Europe – market value €30bn

- Map key pipeline assets that are likely to launch by 2022 and measure impact
- Identify new medicines and how they impact therapy areas

## Competitive Landscaping

Historical government and company reported sales data (EU 5 and other key markets)

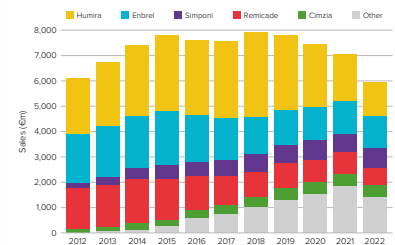
- Compare product performance across key European markets
- Map uptake trends and drivers across European countries
- Understand drug launch timelines across 20 countries

## Pricing Comparison Analysis Across Countries

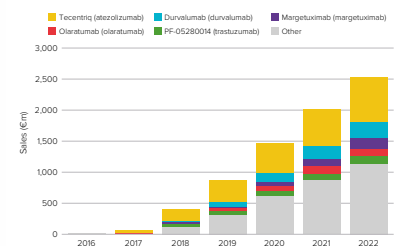
Ex-factory pricing data for Germany, France, Italy, England, Poland, Spain and other key markets

- Perform comparative analysis across EU 6 countries for key products
- Use price/DDD benchmark to inform quick assessment of new assets

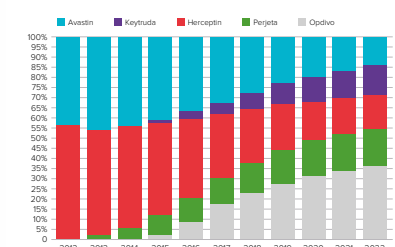
Europe Product Forecasts (€m):  
Top 5 Brands in 2022 Anti-TNF Products



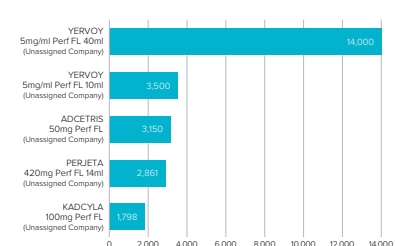
Europe R&D Product Forecasts:  
Monoclonal Antibody Antineoplastics



Sales Market Share within Key Brands:  
Monoclonal Antibody Antineoplastics



Manufacturer Price (France) € - Latest  
(€) Monoclonal Antibody Antineoplastics



## A pioneering methodology for European country level drug forecasts

Powered by Evaluate's industry standard consensus forecasts and broken out on a European country level using:

- European historical data – government and company reported
- Coupled with Evaluate's proprietary methodology inputs:
  - Estimated European launch timelines of R&D products
  - Analogue methodology to model forecast for R&D products
  - European uptake patterns and country launch timings
  - Expected European generic entry



Evaluate is the trusted provider of commercial intelligence including product sales and consensus forecasts to 2022 for commercial teams and their advisors within the global life science industry. We help our clients make high value decisions through superior quality, timely, must-have data and insights, combined with personalised, expert client support.

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