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
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

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.

**EvaluatePharma** delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

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**Evaluate Custom Services** provides customised solutions to help you access, analyse and manage the information you need to support effective decision-making.

The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

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