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
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

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

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

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