



## Indian Generics, 2008-2012: The Growing Threat To Westernised Markets

*“Several leading Indian pharmaceutical companies have applied themselves to the challenge of entering Western markets with great success.”*

*“These companies now present a very serious threat to the existing Western generic companies in their domestic markets as they take ever-larger market shares and increase the levels of competition”.*

©2008 Spectra Intelligence

All rights reserved. No part of this publication may be reproduced, stored, printed, transmitted, broadcast, retrieved or utilised in any form or by any electronic, mechanical, photocopying, recording or other means known now or hereafter invented without permission from the Publisher.



REPORT HIGHLIGHTS AND KEY FINDINGS

► DATA METRICS

Charts/Tables:	45
Pages:	138
Chapters:	7
Study period:	6 months

- Provides a unique analysis of the leading Indian companies and their areas of expertise;
- Examines the factors that have led to their success;
- Overview of Indian R&D efforts directed towards developing new New Chemical Entities;
- Investigates the local Indian market environment;
- Provides a detailed legislative background and role of government agencies in the Indian generics industry;
- Analysis of current and predicted future market sizes;
- Identifies the drivers of future market growth;
- Looks at current and past multinational companies present in India;
- Comprehensively explains local healthcare insurance systems;
- Explains why Indian generics companies been so successful;

## INDIAN GENERICS, 2008-2012: THE GROWING THREAT TO WESTERNISED MARKETS

### REPORT HIGHLIGHTS AND KEY FINDINGS

- Identifies the market leaders in the domestic market;
- Explores growth strategies companies use on their way up;
- Identifies when the Indian growth spurt started;
- Investigates the current status of Intellectual Property in India;
- Elucidates the opportunities in the domestic market for foreign companies;
- Provides a unique assessment of the Indian generics market both currently and prospectively;
- Identifies which companies are likely to be the future generic giants;
- Provides insight into what Indian companies themselves see as their main competitors;
- Suggests the direction that the Indian pharmaceutical industry likely to follow in the future.

*Plus Many Other Insights, Observations, Assumptions, and Predictions ...*

WHAT MAKES THIS REPORT TOPICAL AT THE CURRENT TIME?

- There is a need to analyse the corporate activity of Western pharmaceutical companies capitalizing on Indian expertise;
- India is experiencing staggering growth of the economy and population;
- An assessment of the number of R&D partnerships with Indian companies is required to forecast market opportunity and growth;
- To establish if Indian generics businesses are taking a greater share in the European and US generic markets;
- Determines the impact of Indian generics on European and US generic competitors;
- Provides an analysis of the importance of Indian API manufacturers to US markets;
- Establishes the current situation of Indian manufacturing;
- Importantly surveys the trends in India that are likely to impact Western markets.

WHY WOULD I BUY THIS REPORT?

- Expertly researched and written by someone who has worked for an Indian generic company;
- Provides unique insights into what has made Indian companies so successful;
- Leading companies and their strategies are covered in detail;
- Investigation the R&D investment being deployed to India;
- The report examines the possible future direction of the Indian industry;
- Examines key market factors and issues in the domestic sector;
- Discusses how the country is dealing with major IP issues;
- Shows how traditional and Ayurvedic medicines still affect the healthcare industry.

**WHAT ARE THE UNIQUE FEATURES OF THIS REPORT?**

- Research and analysis by an expert with inside knowledge of an Indian generic company;
- Provides an crucial explanation of the key elements in the growing Indian success;
- Tabulates and evaluates the leading players in the Indian domestic market;
- Discusses the history and future prospects of the market leaders;
- Analyses the current and projected market sizes;
- Includes an examination of major trends in India and their probable impact;
- Provides an overview of population and social trends that will affect growth;
- Offers and in-depth analysis of the IP situation and how it has changed and is likely to change in the future.

► ABOUT US

**Contact Us**

Please contact our London office for further information on products and services:

Tel: +44 (0) 20 8671 7726

Fax: +44 (0) 20 8678 7731

Email: [enquiries@spectrainelligence.com](mailto:enquiries@spectrainelligence.com)

Web: [www.SpectraIntelligence.com](http://www.SpectraIntelligence.com)

Web: [www.ArrowheadPublishers.com](http://www.ArrowheadPublishers.com)

**Spectra Intelligence** is an independent publisher of specialist market research information for the life sciences and allied healthcare industries. Information products are based on research-intensive studies of pharmaceutical, biotechnology, and medical device markets, industry activities, and field developments. Spectra's experienced industry analysts provide a repertoire of focused, authoritative, and insightful publications to stimulate commercial enterprise, innovation, and industrial growth.

**Arrowhead Publishers** is a leader in business intelligence and market research reports for the pharmaceutical and biotech industries. Our reports offer readers a blend of information, insight, analysis and forecasting that is essential in today's ultra-competitive pharmaceutical and biotech markets. Arrowhead analysts draw upon the most up-to-date information and lend their industry expertise to market reports which assess the state of burgeoning pharmaceutical and biotech markets.

**ORDERING INFORMATION**

► Immediate Online Access

Instant report downloads are available through our website. Visit [www.spectrainelligence.com](http://www.spectrainelligence.com) to purchase online.

Alternatively, contact Spectra at [sales@spectrainelligence.com](mailto:sales@spectrainelligence.com) to obtain Purchase Order Form for electronic bank transfer.