AUTOIMMUNE DISEASE MARKET AND NOSOCOMIAL INFECTIONS MARKET

This paper is prepared and submitted by

In partial fulfillment of the course syllabus

ENGINEERING

Submitted on

February 8, 2008

The autoimmune disease market is a $16 billion-dollar market and is expected to rise considerably considering the 2.8 million people worldwide diagnosed with ulcerative colitis or Crohn's disease in the US alone (Visiongain, 2007). A market study shows that TNF-inhibitors remain the highest selling mechanism of action in the autoimmune disease market, responsible for 66% of the market share and $6.5 billion in sales, followed closely Remicade (Business Wire, 2008). The breakthrough in disease management came about by the success in expanding the original three drugs and one target disease to more than 30 products and 10 targets (Visiongain, 2007). Companies like Abbot Laboratories, American Home Products, Bristol-Myers Squibb, and Ciba set the major competition in the market today (Kalorama Information, 1995). Because of the growing popularity of the disease in US, Europe, and in other industrialized countries worldwide, the presence of other competitors is expected to come in the scenario and introduce innovations and augmentations of the already-existing positive effects of the drug in the market.

In other words, the need for drugs for autoimmune diseases is very high all around the globe. As people get older longer, there has been a significant increase in the number of cases for autoimmune disease (Business Wire, 2008). While there is a tough competition in the market, aspiring drug manufacturers can gain competitive advantage by producing high-quality low-priced autoimmune drugs to be able to get a bigger share of the market. Barriers to entry, however, include the cost involved in the million-dollar research fund needed in developing such products (Bioinformatics, 2004). With 2.8 million potential markets for autoimmune disease, any alternative and cheaper medicine can easily be accepted by the market especially if it could assure cure of the disease.

Business Wire (2007) estimates that around 5% to 10% of patients worldwide develop infections during their hospital stay with the four main infections that are acquired in hospital setting include urinary tract infection (35%), hospital acquired pneumonia (15%), surgical site infection (14%), and blood stream infections (10%). The anti-infective market is one of the largest therapeutic categories worldwide with a combined market cost of more than $20 billion all over the world (Optimer Pharma, 2006). The main driving force of the increase in the nosocomial infection is the rising awareness of the general public and its negative multi-level effects in the society. In Europe alone, there are approximately 4 million cases of nosocomial infection followed by North America with three million and South America with two million (Optimer Pharma, 2006). The demand and the emphasis on the maximizing of the efficiency of the surgical infection control require new products that meet the demands (Frost & Sullivan, 2007). Nosocomial market owns about 30% of the market for anti-infective products (the rest is accounted for community-acquired infections).

In simpler terms, the nosocomial market is very rich and offers a lot of potential for growth in any business entrants. Because the customers are hospitals and clinics worldwide, the market is very promising to businesses. There are already many existing companies that are involved in the nosocomial market including the big names in the industry, making the tough competition hard to handle. However, considering the necessity of combating nosocomial cases, the possibility of expansion is immense and the market is fertile.

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