

CHAPTER ONE: INTRODUCTION .....	1
STUDY GOALS AND OBJECTIVES.....	1
REASONS FOR DOING THE STUDY .....	1
SCOPE OF REPORT .....	2
MARKET ANALYSES AND FORECASTS.....	2
METHODOLOGY .....	2
INTENDED AUDIENCE.....	2
INFORMATION SOURCES .....	3
ANALYST CREDENTIALS.....	3
RELATED REPORTS.....	3
BCC ONLINE SERVICES.....	3
DISCLAIMER .....	4
CHAPTER TWO: SUMMARY.....	5
MARKET SIZE AND EVOLUTION.....	6
<i>SUMMARY TABLE MAJOR NATIONAL GENERIC MARKETS (\$</i>	
<i>BILLIONS)</i> .....	7
<i>SUMMARY FIGURE LEADING COMPANIES, SHARE OF WORLD</i>	
<i>GENERIC MARKET (%)</i> .....	8
CHAPTER THREE: OVERVIEW .....	9
INTRODUCTION AND BRIEF HISTORY.....	9
MODERN PHARMACEUTICAL ERA.....	10
REGULATORY ASPECTS .....	11
GENERICS LOBBY.....	12
GENERICS LOBBY (CONTINUED) .....	13
THE PRESENT GENERIC LANDSCAPE .....	14
THE PRESENT GENERIC LANDSCAPE (CONTINUED).....	15
CHAPTER FOUR: GENERIC PRODUCT CATEGORIES .....	16
‘SIMPLE’ GENERICS.....	16
ADEQUATE MARKET SIZE.....	16
PATENT-EXPIRED THERAPIES.....	16
OLDER PRODUCTS STILL USED.....	17
LONG-TERM USE.....	17
STRAIGHTFORWARD PRODUCTION TECHNOLOGY .....	18
DRUGS USED IN PRIMARY CARE.....	18
SUPERGENERICS .....	19
BIOSIMILARS .....	19
SPECIAL CHALLENGES .....	20
Special Challenges (Continued) .....	21
<i>TABLE 1 COMPANIES INVOLVED IN BIOSIMILAR R&amp;D</i> .....	22

Biosimilars Market.....	23
<i>TABLE 2 MARKET OPPORTUNITIES FOR BIOSIMILARS</i> .....	24
Biosimilars Market (Continued) .....	25
CHAPTER FIVE: MARKET OPPORTUNITIES BY PRODUCT CLASS .....	26
LEADING GENERIC MOLECULES.....	26
<i>TABLE 3 WIDELY PRESCRIBED GENERIC MOLECULES IN U.S.</i> <i>AND EUROPE</i> .....	26
ANTI-INFECTIVES.....	27
<i>TABLE 4 LEADING ANTI-INFECTIVE PRODUCTS IN 2008 SALES</i> <i>ESTIMATES (\$ BILLIONS)</i> .....	28
<i>TABLE 5 GENERIC ANTI-INFECTIVES MARKET SALES FORECAST,</i> <i>2009–2014 (\$ BILLIONS)</i> .....	29
CNS THERAPIES .....	29
<i>FIGURE 1 MAJOR DIVISIONS OF CNS MARKET, 2008 %</i> .....	30
ANTIDEPRESSANTS.....	30
ANTIPSYCHOTICS .....	31
<i>TABLE 6 LEADING CNS PRODUCTS SALES ESTIMATES, 2008 (\$</i> <i>BILLION)</i> .....	32
ANXIOLYTICS.....	32
SLEEP DISORDERS .....	33
EPILEPSY .....	33
PARKINSON'S DISEASE.....	34
MIGRAINE.....	35
<i>TABLE 7 GENERIC CNS PRODUCTS MARKET FORECAST,</i> <i>THROUGH 2014 (\$ BILLIONS)</i> .....	35
CARDIOVASCULAR PRODUCTS.....	35
CARDIOVASCULAR PRODUCTS (CONTINUED) .....	36
<i>TABLE 8 LEADING CARDIOVASCULAR PRODUCTS, 2008 (SALES</i> <i>ESTIMATES IN \$ BILLION)</i> .....	37
<i>TABLE 9 GENERIC CARDIOVASCULAR PRODUCTS MARKET</i> <i>FORECAST THROUGH 2014 (\$ BILLIONS)</i> .....	38
ANTI-ARTHRITIS PRODUCTS.....	38
STEROIDS.....	39
NSAIDS .....	39
COX-II INHIBITORS.....	39
DMARDS .....	40
<i>TABLE 10 ESTIMATED SALES OF LEADING ANTI-ARTHRITIS</i> <i>PRODUCTS, 2008 (\$ BILLIONS)</i> .....	41
<i>TABLE 11 GENERIC ANTI-INFLAMMATORY PRODUCTS MARKET</i> <i>FORECAST, THROUGH 2014 (\$ BILLIONS)</i> .....	42
RESPIRATORY PRODUCTS .....	42
ASTHMA.....	42
COPD .....	43
ALLERGIC RHINITIS .....	43

Allergic Rhinitis (Continued) .....	44
<i>TABLE 12 ESTIMATED SALES OF LEADING RESPIRATORY</i>	
<i>PRODUCTS, 2008 (\$ BILLIONS)</i> .....	45
DRUGS USED IN ASTHMA AND COPD.....	46
Bronchodilators.....	46
Inhaled Bronchodilators .....	46
Anticholinergics .....	46
Oral Bronchodilators .....	47
Leukotriene Antagonists .....	47
Steroids .....	47
<i>FIGURE 2 ASTHMA MARKET- MAJOR PRODUCT CATEGORIES,</i>	
<i>2008 %</i> .....	48
<i>TABLE 13 GENERIC RESPIRATORY PRODUCTS MARKET</i>	
<i>FORECAST 2009-2014 (\$ BILLIONS)</i> .....	49
ANTICANCER PRODUCTS.....	49
CYTOTOXIC DRUGS .....	49
HORMONAL THERAPY .....	49
BIOLOGIC RESPONSE MODIFIERS .....	50
ANTIANGIOGENESIS DRUGS.....	50
MONOCLONAL ANTIBODIES .....	50
<i>TABLE 14 ESTIMATED SALES OF LEADING RESPIRATORY</i>	
<i>PRODUCTS, 2008 (\$ BILLIONS)</i> .....	51
<i>TABLE 15 GENERIC ANTICANCER PRODUCTS MARKET</i>	
<i>FORECAST, THROUGH 2014 (\$ BILLIONS)</i> .....	52
CHAPTER SIX: GLOBAL AND NATIONAL MARKETS.....	53
THE GLOBAL PHARMACEUTICAL MARKET.....	53
GLOBAL GENERIC MARKET .....	53
LEADING NATIONAL MARKETS.....	54
THE GENERIC INDUSTRY .....	54
<i>TABLE 16 REVENUE DATA AND MARKET SHARES, BY COMPANY,</i>	
<i>2008</i> .....	54
TRENDS .....	55
NORTH AMERICA .....	55
U.S.....	55
Market Size and Growth .....	55
Recent Trends .....	56
Generic Prices .....	56
The U.S. Generics Industry.....	57
<i>FIGURE 3 LEADING U.S. GENERIC COMPANIES SALES, 2008 (\$</i>	
<i>BILLIONS)</i> .....	57
The Future .....	58
<i>TABLE 17 U.S. GENERICS MARKET, THROUGH 2014 (\$ BILLIONS)</i> .....	58
<i>FIGURE 4 U.S. GENERICS MARKET, 2006-2014 (\$ BILLIONS)</i> .....	59
CANADA.....	59

Canada (continued).....	60
<i>TABLE 18 CANADIAN GENERICS MARKET, THROUGH 2014 \$</i>	
<i>BILLIONS</i> .....	61
<i>FIGURE 5 CANADIAN GENERICS MARKET, 2006-2014 (\$ BILLIONS)</i> .....	61
EUROPE.....	62
FRANCE.....	62
France (Continued).....	63
<i>TABLE 19 GENERICS MARKET IN FRANCE, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	64
<i>FIGURE 6 GENERICS MARKET IN FRANCE, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	64
GERMANY.....	64
<i>TABLE 20 GENERICS MARKET IN GERMANY, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	65
<i>FIGURE 7 GENERICS MARKET IN GERMANY, 2006-2014 (\$</i>	
<i>BILLIONS)</i> .....	66
ITALY.....	66
<i>TABLE 21 GENERICS MARKET IN ITALY, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	67
<i>FIGURE 8 GENERICS MARKET IN ITALY, 2006-2014 (\$ BILLIONS)</i> .....	68
SPAIN.....	68
Spain (Continued).....	69
<i>TABLE 22 GENERICS MARKET IN SPAIN, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	69
<i>FIGURE 9 GENERICS MARKET IN SPAIN, 2006-2014 (\$ BILLIONS)</i> .....	70
UNITED KINGDOM.....	70
<i>TABLE 23 GENERICS MARKET IN UNITED KINGDOM, THROUGH</i>	
<i>2014 (\$ BILLIONS)</i> .....	71
<i>FIGURE 10 GENERICS MARKET IN UNITED KINGDOM, 2006-2014 (\$</i>	
<i>BILLIONS)</i> .....	71
LATIN AMERICA.....	72
BRAZIL.....	73
Brazil (Continued).....	74
<i>TABLE 24 GENERICS MARKET IN BRAZIL, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	75
<i>FIGURE 11 GENERICS MARKET IN BRAZIL, 2006-2014 (\$ BILLIONS)</i> .....	75
MEXICO.....	75
<i>TABLE 25 GENERICS MARKET IN MEXICO, THROUGH 2014 (\$</i>	
<i>BILLIONS)</i> .....	77
<i>FIGURE 12 GENERICS MARKET IN MEXICO, 2006 2014 (\$ BILLIONS)</i> .....	78
ASIA.....	78
JAPAN.....	78
Japan (Continued).....	79
Japan (Continued).....	80

TABLE 26	GENERIC MARKET IN JAPAN, THROUGH 2014 (\$ BILLIONS)	81
FIGURE 13	GENERIC MARKET IN JAPAN, 2006-2014 (\$ BILLIONS)	81
	INDIA	82
	Patent Reform	82
	Generic Industry	83
TABLE 27	SALES IN INDIA OF LOCAL AND FOREIGN COMPANIES, 2008 (\$ MILLIONS)	83
TABLE 28	GENERIC MARKET IN INDIA, THROUGH 2014 (\$ BILLIONS)	84
FIGURE 14	GENERIC MARKET IN INDIA, 2006-2014 (\$ BILLIONS)	84
	CHINA	85
	Domestic Industry	86
	Foreign Company Involvement	87
	Market Trends	88
	Generic Exports	89
TABLE 29	GENERIC MARKET IN CHINA, THROUGH 2014 (\$ BILLIONS)	90
FIGURE 15	GENERIC MARKET IN CHINA, 2006-2014 (\$ BILLIONS)	91
CHAPTER SEVEN:	REGULATORY AND PATENT ASPECTS	92
	THE U.S. REGULATORY SYSTEM	92
	TABLE 30 REQUIREMENTS FOR NDA AND ANDA APPLICATIONS	93
	CHEMISTRY	93
	Chemistry (Continued)	94
	EUROPEAN UNION	95
	EU MARKETING AUTHORIZATION SYSTEMS	95
	The Centralized Procedure	96
	Decentralized and Mutual Recognition Procedures	97
	Mutual-Recognition Procedure	98
	Types of Application	98
	Applications Under Article 10 (Generic Products)	99
	JAPAN	99
	APPROVAL (SHONIN) OF PHARMACEUTICALS	100
	REGULATION OF BIOSIMILARS	101
	EU PROVISIONS	101
	EVOLVING SITUATION IN THE U.S.	102
	Evolving Situation in the U.S. (Continued)	103
	Evolving Situation in the U.S. (Continued)	104
	PATENT ISSUES	105
	SUPPLEMENTARY PROTECTION CERTIFICATES (SPCS)	106
	HATCH-WAXMAN AND BOLAR	107
	OTHER DEFENSIVE STRATEGIES BY 'BIG PHARMA'	108
	"AUTHORIZED GENERICS"	109
	A 'MOOD SWING' TOWARDS GENERICS	109

THE SITUATION IN EUROPE .....	110
CHAPTER EIGHT: THE GENERIC INDUSTRY.....	111
STRUCTURE OF THE GENERICS INDUSTRY.....	111
COMPANY PROFILES .....	112
ACTAVIS .....	112
ALAPIS .....	113
AMNEAL .....	114
APOTEX .....	115
Apotex (Continued).....	116
ASPEN .....	117
Products .....	117
Financials.....	118
AUROBINDO .....	118
Products .....	119
Financials.....	119
Looking Ahead .....	120
BARR .....	120
Financials.....	121
BERLIN CHEMIE.....	121
BIOCON.....	122
Products .....	123
Financials.....	124
BIOGARAN .....	124
Financials.....	125
Looking Ahead .....	125
CIPLA .....	126
Financials.....	127
COBALT .....	127
Products .....	127
DR REDDY'S .....	128
Products .....	129
Acquisitions.....	129
Financials.....	129
Looking Ahead .....	130
EGIS.....	130
APIs .....	131
Pharmaceutical R&D.....	131
Sales of Finished Products and Active Pharmaceutical Ingredients.....	131
Products .....	131
Products .....	132
Financials.....	133
<i>TABLE 31 EGIS THIRD-QUARTER SALES, 2007 AND 2008.....</i>	<i>133</i>
GEDEON RICHTER .....	133

Products .....	134
Financials.....	134
<i>TABLE 32 GEDEON RICHTER'S TOPLINE RESULTS FOR 2008, FULL</i>	
<i>YEAR</i> .....	<i>135</i>
Looking Ahead .....	135
GENEPHARM.....	135
Products .....	136
HOSPIRA.....	137
Biogenerics .....	138
Financials.....	138
IVAX.....	139
KRKA.....	140
Products .....	140
Financials.....	141
Looking Ahead .....	141
LUPIN.....	142
LUPIN LTD. ....	142
Financials.....	143
MERCK GENERICS .....	144
MYLAN.....	144
Mylan (Continued).....	145
Financials.....	146
Looking Ahead .....	146
NICHI-IKO NICHI-IKO PHARMACEUTICAL CO., LTD.....	147
Products .....	147
Financials.....	148
Looking Ahead .....	148
NIPPON-CHEMIPHAR .....	148
Financials.....	149
Looking Ahead .....	149
NOVARTIS .....	149
Financials.....	150
Looking Ahead .....	151
Products .....	151
Products .....	152
Financials.....	152
Looking Ahead .....	152
PAR .....	152
Products .....	153
Financials.....	153
PFIZER .....	154
<i>TABLE 33 MAIN PRODUCTS COMING OFF-PATENT, 2010-2021</i> .....	<i>155</i>
Products .....	155
Financials.....	155

Products .....	156
Financials.....	157
RANBAXY .....	157
History.....	157
Acquisition by Daiichi Sankyo .....	158
Financials.....	159
Looking Ahead .....	159
ROXANE.....	160
SANDOZ .....	161
Products .....	161
SANOFI-AVENTIS .....	162
Financials.....	163
Looking Ahead .....	163
SAWAI .....	164
Products .....	164
Financials.....	165
Looking Ahead .....	165
STADA .....	165
Generics .....	166
Biosimilars .....	166
Financials.....	166
Looking Ahead .....	167
STRIDES .....	167
Products .....	168
Financials.....	169
Looking Ahead .....	169
TANABE SEIYAKU HANBAI.....	169
Looking Ahead .....	170
TEVA.....	170
TEVA (Continued) .....	171
Financials.....	172
Looking Ahead .....	172
WATSON .....	172
Products .....	173
Financials.....	173
Looking Ahead .....	174
WOCKHARDT.....	174
Financials.....	175
Looking Ahead .....	175
ZYDUS CADILA.....	176
Products .....	177
Financials.....	177
APPENDIX I: FURTHER READING .....	178
FURTHER READING (CONTINUED).....	179



APPENDIX II: GLOSSARY OF ACRONYMS..... 180