A study on market potential of oncology in India

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Flow of Presentation

- Introduction to cancer
- Indian scenario
- Swot analysis
- Market drivers
- Market challenges
- Conclusion

Introduction of cancer

- **Cancer** is a group of diseases involving abnormal cell growth with the potential to invade or spread to other parts of the body. These contrast with benign tumors, which do not spread.
- **Types of cancer**
- Non-melanoma skin cancer
- Lung cancer
- Breast cancer
- Prostate cancer
- Colorectal cancer
- Bladder cancer
- Melanoma
- Non-Hodgkin lymphoma.
- Kidney cancer
- leukemia

STRENGTH

Approved for a broad range of major and niche tumor types which has resulted in blockbuster sales

.Newer therapy and new indications

High growth rate

OPPORTUNITIES

- Increasing disease burden
- Government initiatives
- Compulsory licensing for generic players

WEEKNESSES

- $0 Drugs under NLEM
- Lack of medical diagnostic infrastructure
- Lack of awareness

THREATS

- Compulsory licensing
- Cost /benefit analysis of therapy
- Multi drug resistance

Objective

To find and understand oncology market in India.

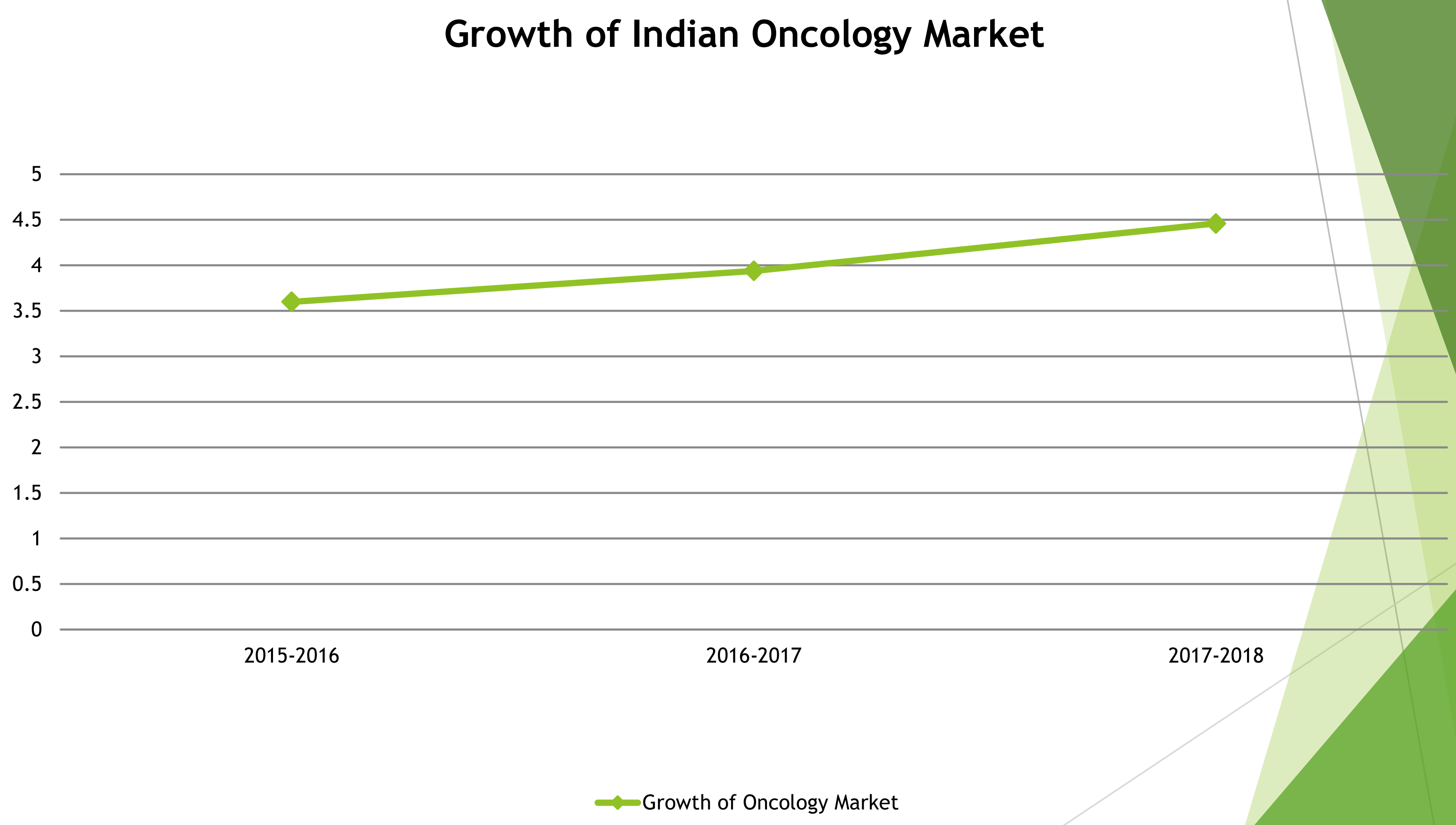
Key Drivers

- Increasing number of cases
- Cancer prevalence
- Development of alternative cancer therapies
- Early diagnosis
- Academic collaboration and partnership
- Blockbuster presence
- Duration of treatment
- Changes in the treatment scenario

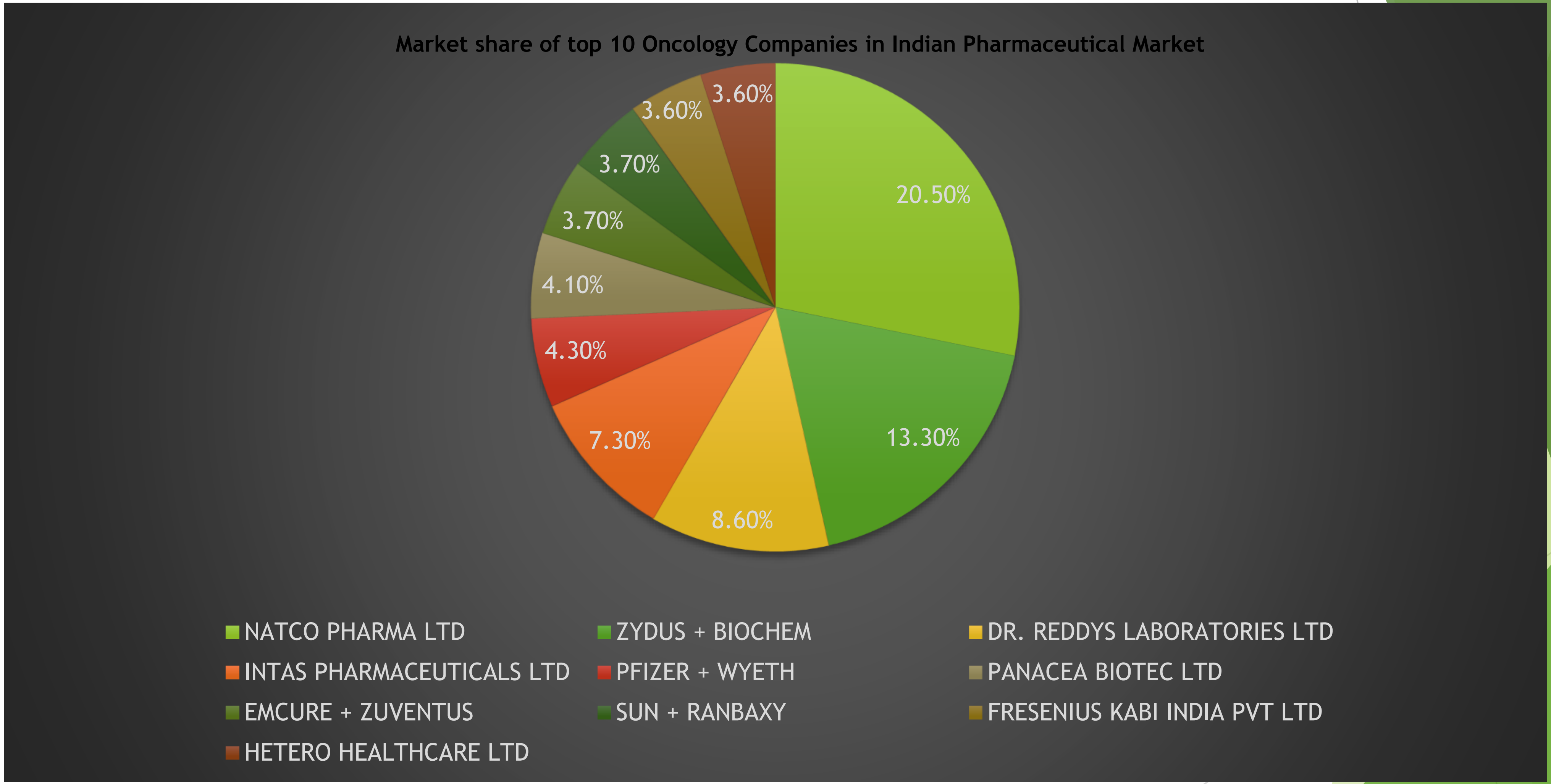
Challenges

- Increased competition
- Cost containment
- Barriers to entry
- Patent cliff
- Line of Therapy

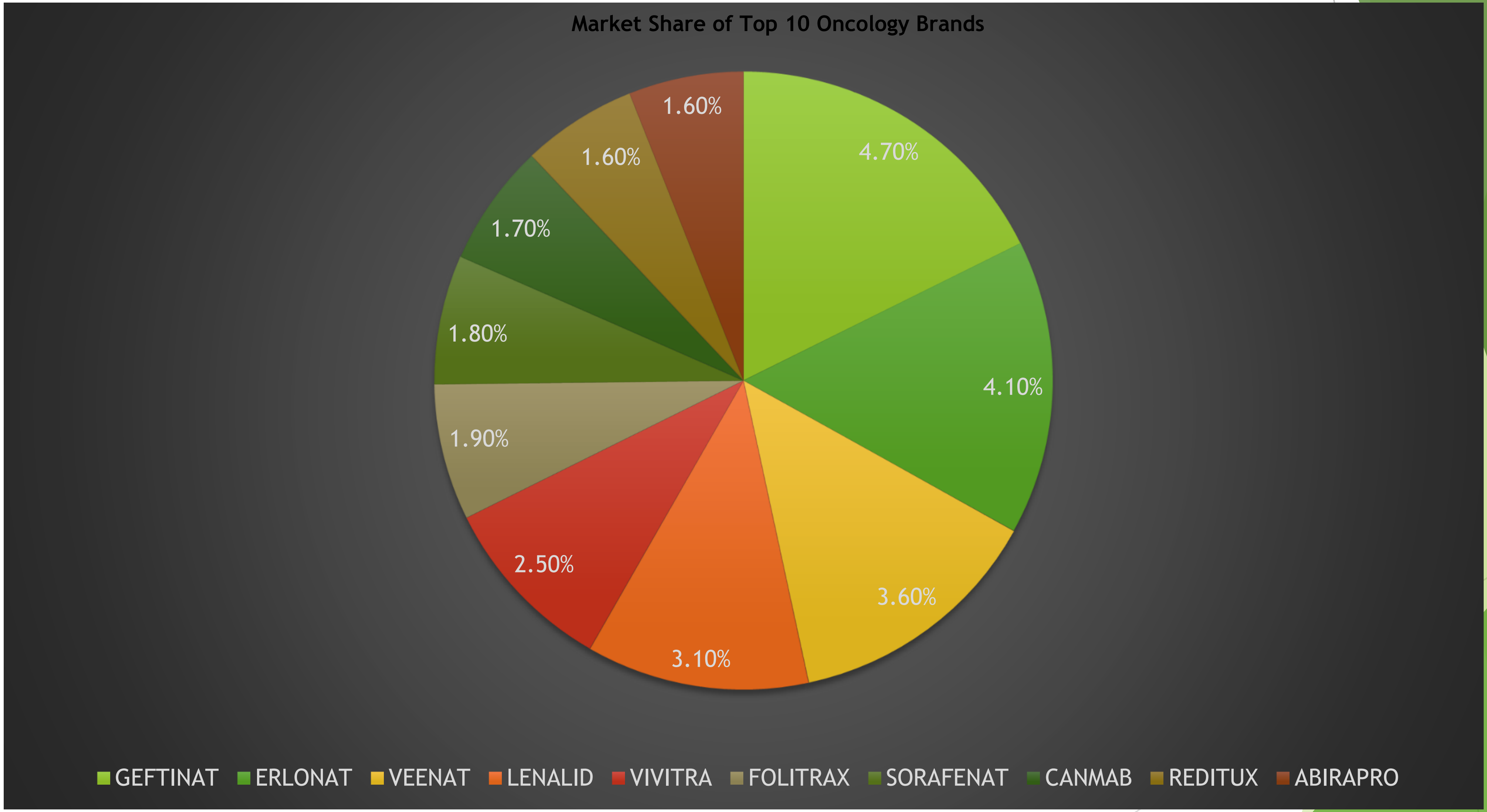
- growth of Indian Oncology Market in Four years



Market Share of top ten oncology companies in Indian Pharmaceutical Industry



Market Share of top 10 Oncology Brands



Conclusion

1. Oncology market is in growing phase in India Indian Pharmaceutical Industry despite Its low growth rate indicating higher costs of medicines is incurred for patients**.**
2. **The growth in Oncology has shifted from Chemotherapeutic drugs to Monoclonal Antibodies(MAB)as Sales of MABs is growing at much faster rate than the Chemotherapeutic drugs.**
3. Growth by value in oncology market in last years 2018 to 2019 **- 4.5 %.**
4. Total Units Sold in May 2018- **33,689 (in Thousand)**.
5. Total Units Sold in May 2019- **30,135 (in Thousand)**.
6. Unit Growth of Oncology Market. **-11.79 %.**

Thank You