

## **New Pharmaceuticals Antidepressants research report from Datamonitor**

*Fast Market Research recommends "Commercial Insight: Antidepressants - Novel mechanism offers hope in depressed market" from Datamonitor, now available*

**Nov. 24, 2009** - [PRLog](#) -- With current blockbuster brands facing generic competition, Datamonitor forecasts the antidepressant market to decline at a compound annual growth rate of -2.0% (2008-2018). However, an antidepressant with a novel mechanism of action has huge commercial potential and the most promising candidate to date is Servier and Novartis's melatonin agonist and serotonin antagonist Valdoxan (agomelatine).

### Scope

- \* In-depth analysis of the current and future antidepressant drug class market across the US, Japan, France, Germany, Italy, Spain and the UK.
- \* Country-specific total brand sales forecasts for key products, generics and pipeline agents across the seven major markets to 2018.
- \* Assessment and appreciation of the numerous opportunities and threats present in the antidepressant market, with analysis of emerging markets trends.
- \* Case study evaluation of the strategies employed by key players in the antidepressant drug class market, including Wyeth, Forest, and Lundbeck.

### Highlights

Japan will remain a key growth market for antidepressant sales, shown through the launch of Remeron (mirtazapine; Schering Plough), Lexapro (escitalopram; Lundbeck and Mochida), Cymbalta (duloxetine; Eli Lilly and Shionogi) and Pristiq (desvenlafaxine; Wyeth).

Eli Lilly's efforts to gain a broad range of indication approvals for Cymbalta has been a key differentiator from Effexor (venlafaxine, Wyeth). The approvals for diabetic peripheral neuropathic pain (US and EU) and fibromyalgia (US only) will help drive Cymbalta's uptake through the forecast period, before the entry of generic duloxetine in 2012.

With its innovative mode of action, strong efficacy and favorable side-effect profile, Valdoxan (agomelatine; Servier and Novartis) is an exciting new antidepressant. Assuming US launch in 2012 (EU launch came in 2009), Datamonitor expects Valdoxan to prosper due to the lack of other truly novel pipeline products over the 10-year forecast period.

### Reasons to Purchase

- \* Quantify the current and future size of the antidepressant drug class market.
- \* Assess the impact of recent and anticipated events (patent expiries and new product launches) on the antidepressant drug class market.
- \* Understand the country-specific impact of key events in the antidepressant drug class market during the forecast period 2009 to 2018.

### Partial Table of Contents:

-- Full ToC is available at <http://www.fastmr.com/catalog/product.aspx?productid=4300...>

## ABOUT DATAMONITOR HEALTHCARE 2

About the Central Nervous System pharmaceutical analysis team 2

## CHAPTER 1 EXECUTIVE SUMMARY 3

Datamonitor insight into the antidepressants market 3

Related reports 4

Upcoming related reports 4

## CHAPTER 2 MARKET DEFINITION 6

Market definition for this report 6

## CHAPTER 3 MARKET OVERVIEW 7

Seven major markets 8

Current and future market overview 8

SNRIs replace SSRIs at the head of the antidepressant class market in 2008 8

Major patent expiries will dictate market decline through to 2018 10

""Other"" antidepressant sub-class to represent major growth driver 11

Opportunities and threats 16

Opportunities 16

Threats 26

US 29

Current and future market assessment 29

Historical US sales decline following Zolof's 2006 patent expiry 29

US market to shed over \$4 billion worth of sales in the 10-year forecast period 31

Opportunities and threats 34

Opportunities 34

Threats 36

Japan 40

Current and future market assessment 40

SSRI class has dominated the Japanese antidepressant market 40

Arrival of newer SNRIs set to drive Japanese market sales 42

Opportunities and threats 45

Opportunities 45

Threats 46

Five major European markets (5EU) 49

Current and future market assessment 49

SNRI uptake drives historical growth 49

UK demonstrates negative historical growth as leading SSRIs succumb to genericization 50

Continued expansion of SNRIs will drive mid-term growth 52

Opportunities and threats 55

Opportunities 55

Threats 59

France 63

Current and future market assessment 63

Modest historical growth observed as the SSRIs continue to dominate French antidepressant market 63

Strongest growth of all 5EU countries forecasted for France 64

Germany 66

Current and future market assessment 66

Largest market in the 5EU saw high adoption of SNRI class in 2008 66

Market forecast to peak at \$1.1 billion in 2014 68

Italy 69

Current and future market assessment 69

Market value pushes through \$500m mark after strong 2007-08 growth 69

SSRI class to remain dominant as market forecast to grow to over \$600m in 2018 71  
Spain 72  
Current and future market assessment 72  
Strongest historical growth of all 5EU countries at a CAGR of 7.6% 72  
Market forecast to peak at close to \$940 in 2014 74  
UK 75  
Current and future market assessment 75  
Major historical value decline as SSRI class rapidly erodes 75  
"Other" antidepressant class to lead the way in 2018 77  
Global and rest of the world snapshot 79  
Current market assessment 79  
The value of the global antidepressant class market exceeded \$20 billion in 2008, despite recording negative growth 79  
Rest of world antidepressant class market shows strong growth in sales value 80  
Rest of world accounts for over a t

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