

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.

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