

**Oncology Market Opportunities, Strategies, and  
Forecasts, 2006 to 2012**

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**Oncology**

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*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

**WinterGreen Research, Inc.  
Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

**CHECK OUT THESE KEY TOPICS**

*ONCOLOGY MARKET SHARES*

*ONCOLOGY MARKET FORECASTS*

**Oncology Market Driving Forces**

**Nanotechnology Cancer Treatment Market Forecasts**

Lung Cancer

Breast Cancer

*COLORECTAL CANCER*

*OVARIAN CANCER*

*PROSTATE CANCER*

*ANGIOGENESIS*

*GOLD NANOPARTICLES AND LASERS CANCER SURGERY*

*SPECTRX*

*TUNABLE LASER MARKET ANALYSIS*

*EKIPS ASTHMA TESTING*

*EKIPS TECHNOLOGIES*

*GIVEN DIAGNOSTIC SYSTEM*

**OPPORTUNITY ABOUND**

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

## **Oncology Market Opportunities, Market Forecasts, and Market Strategies, 2006-2012**

Between 2000 and 2020, the World Health Organization is predicting a 50% rise in the global incidence of cancer. Fortunately for those diagnosed with cancer between now and 2020, cancer treatments are also projected to evolve along with the cancer market, creating options for the afflicted.

However, these options come at a significant price. Prescription drug costs have spiraled from \$12 billion annually in 1980 to \$179 billion in 2003, according to the Center for Medicare and Medicaid Services. In addition, cancer drugs will be the fastest-growing part of the drug market for the next five years, with costs rising 20 percent a year, according to many analysts. Every major drug maker is now investing heavily in oncology, rushing to capitalize on new research about the way cancer cells reproduce.

With the cancer market struggling with few new drugs—only 1 of 20 cancer drugs developed reach the market—and expensive drugs, the FDA hopes to develop new tests to assess a patient's cancer. Instead of the old test that simply uses X-rays, the FDA wants to employ imaging, blood tests, as well as other techniques to better assess a patient's progression of cancer. X-rays only measure the size of the tumor, and a smaller tumor after use of a drug does not necessarily mean the tumor is any less dangerous. With these new tests to measure success against cancer, cancer drugs would be able to make it to market quicker.

Using chemotherapy as an example, patients with advanced disease used to live an average of one year, at a cost of \$63 for an initial 8-week treatment. A newer drug regimen has extended survival to 21 months, but at a cost of \$12,000. Situations like this stress the ailing U.S. health care system, raising questions about the cost of end-of-life care.

The oncology market will grow steadily due to numerous factors, including the aging population, new treatments available, the unraveling of the genetics behind cancer, and the fact that cancer is a significant disease with many variations.

The oncology market forecasts show an increase from 18 million in 2004 to over 195 Million in 2012.

## Companies Profiled

### Market Leaders

Amgen  
AstraZeneca  
Genentech

### Market Participants

Bristol-Myers Squibb  
OSI Pharmaceuticals  
Sanofi-Aventis  
Novartis  
Merck  
GlaxoSmithKline

Millennium  
ImClone Systems  
Abgenix  
Eli Lilly  
Onyx / Bayer  
Pfizer

## Oncology Strategies and Forecasts, 2006-2012

### REPORT METHODOLOGY

THIS IS THE 271ST REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

**YOU MUST HAVE THIS STUDY**

# Oncology Market Opportunities, Strategies, and Forecasts, 2006 to 2012

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## **ABOUT THE COMPANY**

**WINTERGREEN RESEARCH**, HAS A UNIQUE RESEARCH STRATEGY THAT RELATES TO IDENTIFYING MARKET TRENDS THROUGH READING AND INTERVIEWING OPINION LEADERS. BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER, WINTERGREEN RESEARCH SENIOR ANALYSTS CAN LEARN A LOT MORE ABOUT MARKETS, A LOT FASTER THAN CAN BE LEARNED THROUGH EXPENSIVE SURVEYS AND FOCUS GROUPS. THINKING ABOUT MARKET TRENDS IS A HIGH PRIORITY AT WINTERGREEN RESEARCH. AS WITH ALL RESEARCH, THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMES FROM INTELLECTUAL INPUT.

IT IS A LUXURY REALLY, AVAILABLE TO ONLY A VERY FEW PEOPLE, TO BE ABLE TO GATHER INFORMATION, LOTS OF INFORMATION FROM READING MASSIVE AMOUNTS OF CONTENT, AND THEN TRYING TO MAKE SENSE OF THAT CONTENT. THE ABILITY TO THINK ABOUT MARKET TRENDS IS ENHANCED BY DOING IT OVER AND OVER FOR MANY DIFFERENT MARKETS. THAT IS WHAT WINTERGREEN RESEARCH IS ALL ABOUT: READING AND THINKING IS AN ESSENTIAL ASPECT OF COMPETITIVE ANALYSIS. TALKING TO OPINION LEADERS IS THE THIRD ESSENTIAL ASPECT OF PRODUCING GOOD, RELIABLE DATA.

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**ABOUT THE PRINCIPAL AUTHORS**

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