

MARKET STUDY OF ANTI-ALLERGIC DRUGS

The Market Situation

There is intense competition in the global market for anti-allergic drugs, specifically those used in the treatment of allergic rhinitis. Therefore, pharmaceutical companies need to regularly monitor the performance of their products against the inline and pipeline products of competitors.

The WNS Solution

Against this industry backdrop, WNS conducted a market assessment study for anti-allergic drugs with a special focus on markets such as the U.S., European Union (EU), Japan, and Rest of the World (RoW). This detailed research-led study comprised:

- Determination of the overall market size of anti-allergic drugs
- Assessment of sales data by volume and value in the defined markets, and market share of all the different anti-allergic drug portfolios (by ATC classification*)

- Evaluation of sales data of top anti-allergic drugs within the respiratory portfolio to extrapolate the market potential of these drugs
- Classification of drugs and identification of inline and pipeline products, specifically used in the treatment of allergic rhinitis

WNS also leveraged analytics to identify the unmet needs of the market for treatment of allergic rhinitis

Expected Outcomes:

WNS' market assessment study can enable pharmaceutical clients to methodically arrive at competitive differentiation, thereby strengthening business strategy and driving growth. Pharmaceutical companies can leverage these actionable insights to make more informed decisions for future investments in drug research.

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*The ATC / DDD system classifies therapeutic drugs. The purpose of the ATC / DDD system is to serve as a tool for drug utilization research in order to improve quality of drug use. The ATC system is controlled by the World Health Organization Collaborating Centre for Drug Statistics Methodology (WHOCC).

Disclaimer: WNS performs customized studies for its clients, and does not offer subscription-based reporting services.