Forecast Insight: HIV
Cross-Class Fixed Dose Combinations Drive Continued Growth

Report summary

- Analysis of the current and future market dynamics for antiretrovirals across the US, EU, Japan, supported by key opinion leader insights
- Detailed sales forecasts for the major antiretroviral classes, molecules and brands in each of the seven major markets
- Assessments of the key marketed antiretroviral brands and late stage pipeline products
- Snapshot of HIV drug sales in the Rest of World by region

Understand the changing market dynamics of HIV drugs, success factors for leading brands and the commercial potential of late stage pipeline products
About this report

Introduction

In 2008, antiretroviral sales across the seven major markets totaled $10.7 billion, growing at a CAGR of 12.8 per cent between 2005 and 2008. Datamonitor expects this expansion to slow down. Despite drivers such as new product launches, earlier treatment initiation, decreasing mortality and an increase in HIV prevalence, a series of patent expiries will impact branded sales from 2011.

Current market dynamics will be altered by several new product launches over the forecast period, most notably by Gilead’s so-called Quad Pill, a successor to Atripla. Datamonitor believes the Quad Pill has the potential to dominate the treatment-naïve market. Other factors driving change in early-stage therapy include the approval of Merck & Co’s Isentress for this indication and launch of Tibotec/Johnson & Johnson’s non nucleoside reverse transcriptase inhibitor (NNRTI) rilpivirine.

Key findings and highlights

• The highest selling drug in 2008 was Truvada, with revenues of $1.9 billion across the seven major markets, closely followed by Atripla with sales of $1.5 billion. Truvada’s success has been driven by its popularity as the backbone of choice for highly active antiretroviral therapy (HAART) regimens across several lines of therapy.

• Several drugs are currently in Phase III development, including Tibotec/Johnson & Johnson’s rilpivirine, Schering-Plough’s vicriviroc and Gilead’s elvitegravir. In Datamonitor’s opinion, rilpivirine and the Quad pill containing Truvada and elvitegravir have the strongest chance of commercial success.

• Given the growing concerns over nucleoside toxicity, Datamonitor believes development of a nucleoside-sparing fixed dose combination, such as an integrase inhibitor and a protease inhibitor, may be the best strategy to challenge Gilead’s market dominance.

Reasons to buy

• Understand the changing market dynamics of HIV drugs, success factors for leading brands and the commercial potential of late stage pipeline products

• Assess the impact of events such as patent expiries and new product launches on individual brands and the overall antiretroviral market

• Obtain full global, country, class and product-specific forecasts of currently marketed and pipeline antiretrovirals from 2008 to 2018

“Atripla has been a very good drug but efavirenz has its baggage. If rilpivirine is co-formulated and does not have as many issues in terms side effects and the same with this Quad Pill, then Efavirenz/Atripla will have had its run”

US Key Opinion Leader
Market expansion will be driven by a number of factors including a rise in the number of HIV-infected patients accessing treatment because of increased life expectancy and higher transmissions of HIV in some countries. Immigration from areas of high prevalence is also expected to contribute to the growing number of HIV-infected individuals in the seven major markets.

In terms of products, the growth in antiretroviral sales will be driven primarily by the cross-class fixed dose combinations. This class currently consists of Atripla which has been hugely successful owing to its simple and convenient dosing schedule and the addition of Gilatix’s Quad PR (Truvada/efavirenz/FTC 300mg) in 2013 will drive further growth. Although Atripla sales are likely to decline somewhat following Sustiva’s addition of Gilead’s Quad Pill (Truvada/elvitegravir/GS 9350) in 2013 will drive further growth, the class as a whole will continue to dominate first-line therapy, accounting for 20% of overall antiretroviral sales by 2018.

Note 2004-08 sales are historical data, 2010-18 = Datamonitor forecast

The increasing HIV prevalence in Canada has been the main driver behind the growth of the market. According to the most recent report published by the Public Health Agency of Canada, an estimated 58,000 (48,000-68,000) people were living with HIV, including acquired immunodeficiency syndrome (AIDS), at the end of 2009, representing a 1% increase from the estimates of 50,000 at the end of 2002 (HIV/AIDS update, 2007). UNAIDS reported 73,000 cases in Canada in 2007, which compares to 53,000 HIV-infected patients in Germany and 77,000 in the UK, the two smallest EU markets (2008 Report on the global AIDS epidemic, UNAIDS/WHO, July 2009).

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Table of contents

ABOUT DATAMONITOR HEALTHCARE
- About the Infectious Diseases pharmaceutical analysis team

EXECUTIVE SUMMARY
- Strategic scoping and focus
- Datamonitor insight into the disease market
- Related reports
- Upcoming related reports

MARKET DEFINITION AND OVERVIEW
- Market definition for this report
- Countries and regions included in this report
- Seven major market assessment
  - Current and future market overview
- Comparison with previous forecast
  - Both forecasts display an overall growth in the HIV market driven by new product launches
  - Truvada maintains a steady growth in updated forecasts
  - Additional pipeline drugs
- Rest of the world snapshot
  - Rest of the world sales accounted for 13% of global total antiretroviral sales
  - Outside the seven major markets the Canadian market remains the largest
  - Branded drugs are less popular in Rest of the World due to the availability of PEPFAR combinations

BRAND DYNAMICS
- Overview of competitive landscape
  - The top 10 brands accounted for 80% of total antiretroviral sales in 2008
  - Atripla will surpass Truvada in 2009
  - Reyataz displaces Kaletra as leading protease inhibitor
  - Despite being the fifth best selling antiretroviral, Epzicom sales lag behind Truvada
- Marketed drugs
  - Atripla (tenofovir disoproxil/emtricitabine/efavirenz; Gilead Sciences/Bristol Myers Squibb)
  - Reyataz (atazanavir; Bristol Myers Squibb)
  - Prezista (darunavir; Tibotec/Johnson & Johnson)
  - Isentress (raltegravir; Merck & Co)
- Pipeline drugs
  - Quad pill (tenofovir disoproxil/emtricitabine/elvitegravir/GS 9350; Gilead Sciences)
  - Rilpivirine (TMC278; Tibotec/Johnson & Johnson)

BIBLIOGRAPHY
- Websites
- Others
- Datamonitor reports

APPENDIX A - MARKET ASSUMPTIONS
- Data definitions, limitations and assumptions
  - Standard units
  - Japanese market data
  - Derivation of sales forecasts and pricing trends
- Forecast methodology

APPENDIX B
- Contributing experts
- Conferences attended
- Report methodology
- About Datamonitor
  - About Datamonitor Healthcare
  - About the Infectious Diseases analysis team
- Disclaimer

LIST OF TABLES
Table 1: Comparison of leading branded drug sales ($m) for human immunodeficiency virus (HIV) in the seven major markets and the Rest of the World (ROW), 2008
Table 2: Leading branded drug sales ($m) for human immunodeficiency virus (HIV) in the seven major markets, 2008-2018
Table 3: Key products in late-stage R&D pipeline for the treatment of human immunodeficiency virus (HIV), 2009
Table 4: Datamonitor's estimated launch dates for human immunodeficiency virus (HIV) products in the seven major markets, 2008-2017

LIST OF FIGURES
Figure 1: Antiretroviral sales ($m) in human immunodeficiency virus (HIV) by type of product (marketed versus pipeline) in the seven major markets, 2004-2018
Figure 2: Branded antiretroviral sales ($m) by drug class in the seven major markets, 2004-2018
Figure 3: Human immunodeficiency virus (HIV) market share by region, 2008-2018
Figure 4: Estimated number of people living with human immunodeficiency virus (HIV) in the US, 5EU and Japan, 1997-2007
Table of contents (continued)

Figure 5: Comparison of Datamonitor's 2008 and updated sales ($m) antiretroviral forecasts in human immunodeficiency virus (HIV) for the seven major markets, 2007-2018

Figure 6: Rest of the World versus seven major market sales ($m) split for antiretrovirals in the human immunodeficiency virus (HIV) market, 2008

Figure 7: Number of people receiving antiretroviral drugs for human immunodeficiency virus (HIV) infection in low- and middle-income countries, 2002–07

Figure 8: Annual global sales of antiretrovirals in the human immunodeficiency virus (HIV) market, 2004-08

Figure 9: Market share of leading brands in 2008 and 2018 across the seven major markets

Figure 10: Datamonitor's 2008 and updated sales ($m) forecast for Atripla in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018

Figure 11: Datamonitor's 2008 and updated sales ($m) forecast for Reyataz in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018

Figure 12: Datamonitor's 2008 and updated sales ($m) forecast for Prezista in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018

Figure 13: Datamonitor's 2008 and updated sales ($m) forecast for Isentress in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018

Figure 14: Datamonitor's sales ($m) forecast for elvitegravir in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018

Figure 15: Datamonitor's sales ($m) forecast for Quad Pill in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018

Figure 16: Datamonitor's sales ($m) forecast for rilpivirine in human immunodeficiency virus (HIV) across the seven major markets, 2008-2018
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