

Market Landscape

Cortellis Competitive Intelligence

The Market Landscape provides an understanding of the market outlook for a specific active indication.

1. Run your search and apply filters. You can select a filter for drugs with market landscape data.

SHOW ALL FILTERS

- Highest Status
- Highest Status at Termination
- Reason for Discontinuation
- Regulatory Designations
- Total Reported Sales 2020 (USD M)
- Total Forecast Sales (USD M)
- Sales and Forecast Data
- Market Landscape
- Drug SWOT

No (24)

Yes (7)

2. Open the drug report of interest and select the Market Landscape tab.

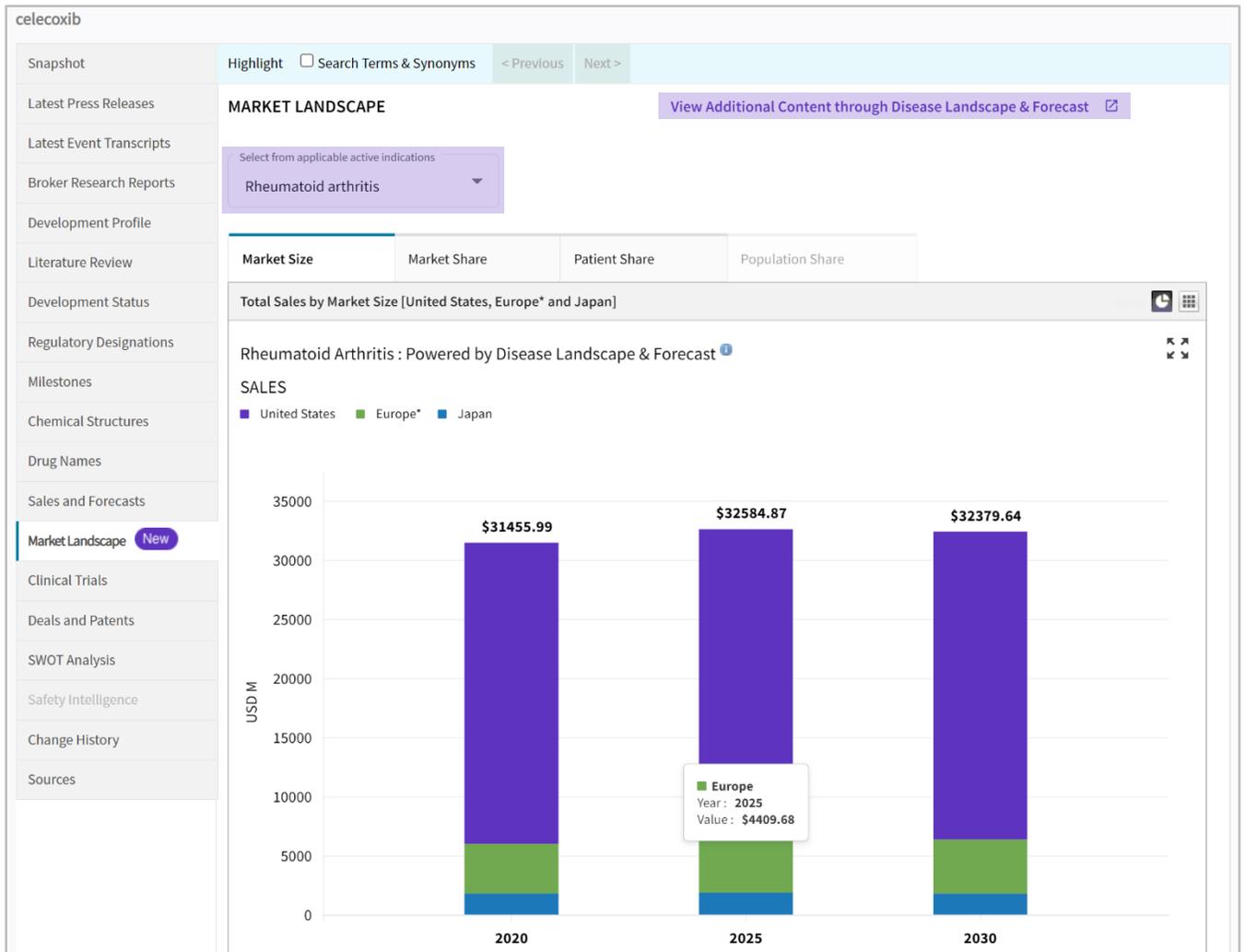
28 results found for index Search for the search term 'celecoxib'

Results Per page: 50 Sort by: Relevance Order Columns View

Drug Name	Other Drug Names	Active Companies	Active Indications	Highest Status	Target-based Actions
celecoxib	Celebra ; Celebrex ; Celecox ; Onsenal ; SC-58635 ; YM-177 ; YM-74177 ; celecoxib ; celecoxib FAP	Astellas Pharma Inc; Viatris Inc	Ankylosing spondylitis; Back pain; Dysmenorrhea; Familial adenomatous polyposis; Osteoarthritis; Pain; Periarthritis; Rheumatoid arthritis; Tenosynovitis	Launched (Osteoarthritis - US - Jan-1999; Pain - US - Jan-1999; Rheumatoid arthritis - US - Jan-1999)	Cyclooxygenase 2 inhibitor

- Drug Names
- Sales and Forecasts
- Market Landscape New
- Clinical Trials
- Deals and Patents

- Market Size** is displayed, and provides an understanding of the sales potential for a given active indication. The chart shows sales projections in 5-year increments for the United States, Europe and Japan. Hover over a section in the chart to see the region/country, year, and value. A drop-down up above provides a list of active indications to choose from. Click **View Additional Content through Disease Landscape & Forecast** to access your Disease Landscape & Forecast subscription or if you'd like more information on one.



4. Click the table view icon to see the information in a table. A summary of the methodology used for the forecast model is also displayed. This view is available for each tab in the Market Landscape.

Market Size	Market Share	Patient Share	Population Share	
Total Sales by Market Size [United States, Europe* and Japan]				
Year	United States (USD/M)	Europe (USD/M)	Japan (USD/M)	Total (USD/M)
2020	25466.37	4191.08	1798.54	31455.99
2025	26317.83	4409.68	1857.36	32584.87
2030	26026.51	4560.07	1793.06	32379.64

Methodology

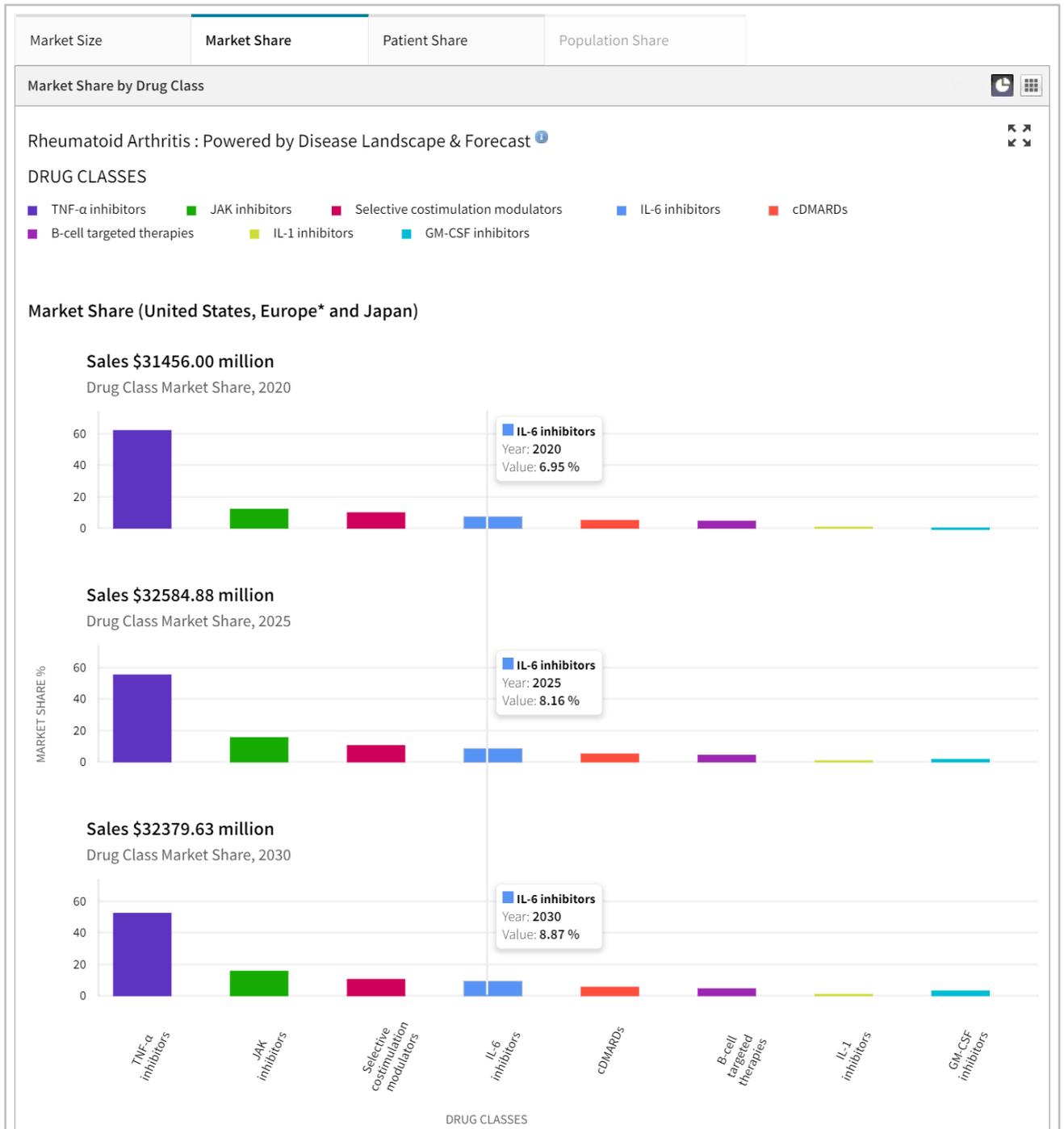
This information comes from Disease Landscape & Forecast (DL&F) content. Clarivate analysts create each DL&F market forecast by leveraging deep indication and therapy area expertise, coupled with extensive research, to create comprehensive, robust models that reflect clinical reality.

Clarivate analysts create most DL&F models from the bottom up, using a patient-based methodology built upon Clarivate's best-in-class proprietary epidemiology data. Within a given disease area, we estimate the percentage of patients who are diagnosed and/or drug-treated, and then layer on assumptions regarding the drugs and regimens used, pricing, duration of therapy, and compliance to generate sales. We triangulate our bottom-up assumptions using an array of sources, including qualitative and quantitative primary market research, sales and prescribing audits, published articles, company reports, press releases, general news media, and real-world data. We validate our bottom-up model and assumptions using a top-down, or sales-based, methodology in which we compare our base-year sales projections with available sales and consumption data provided by third-party vendors, government health authorities, company annual reports, SEC filings, and other publicly available sources. On that basis, we forecast sales over a 10-year period.

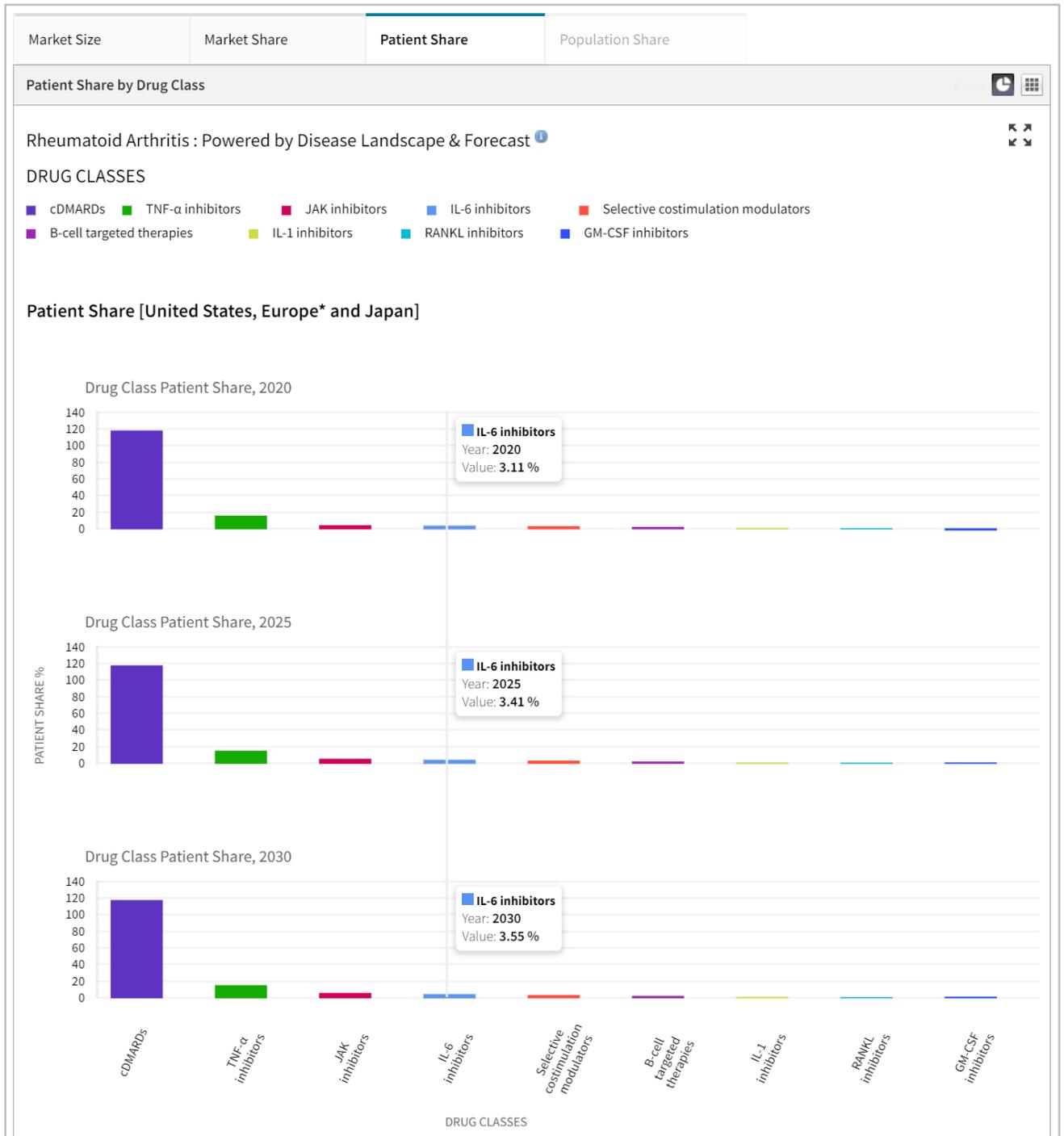
Our projections for country-, population-, and drug-specific trends over time are supported by detailed drug, pipeline, and patent research, opportunity assessment, analogue analysis, and primary research. Our forecasts account for the many driving forces that dictate market trends in a given disease, including new product launches and positioning, unmet need and market saturation, generic/biosimilar entry and erosion patterns, evolving diagnosis and drug-treatment patterns, pipeline competitiveness, physician receptivity, drug-development/regulatory hurdles, and regional market access factors.

Most DL&F forecasts cover a single disease but some may be segmented by key clinical subpopulations. The geographic focus of DL&F forecasts is the major pharmaceutical markets - i.e., United States, Europe* and Japan. The diseases, populations, and market segments covered may not correspond directly to the Cortellis active indication. *Note that oncology indications do not feature patient share data, and non-oncology indications do not feature population share data.*

- Select **Market Share**. This displays sales by drug class. Each color in the chart represents a given drug class and projections are shown in 5-year increments. Hover over a section in the chart to see the drug class, year, and value.



- Select **Patient Share**. This displays the percentage of drug treated patients by drug class, in 5-year increments. Hover over a section in the chart to see the drug class, year, and value. This data is only available for non-oncology indications.



7. **Population Share** is only available for oncology indications, and data for pembrolizumab is shown below. This displays the percentage of the total drug treatable population by active indication in 5-year increments. Hover over a purple bar in the chart to see the indication, value, and year. Hover over a green bar to see major market share sales. Click the arrow in the lower right corner to see additional data.



For more information, contact Customer Service at [LS Product Support](#).