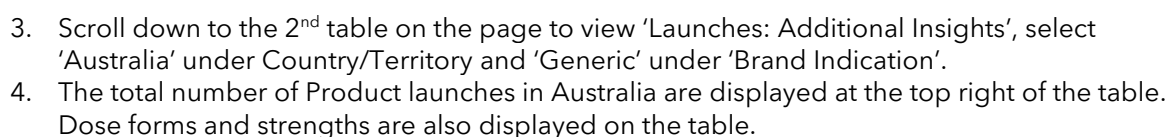# Identify generic launches in your market

The Brand Indication filter available in the 'Launches: Additional Insights' table in Product Records makes it easy to identify Product versus branded launches with a single click

Launch data in Cortellis Product Intelligence provides you with location, dose form and other details of products already available in the market. 'Launches and Pack Prices' tab in product records will help you identify business opportunities -new dose forms or strengths not yet available- as well as competitors or companies to work with.
'Launches: Additional Insights' table -available in the same tab- presents brand indication and a filter to help you quickly identify the number of Product/biosimilars or branded products available in each country so you can easily evaluate how crowded this market is.

Example: How many Product have been launched for lacosamide in Australia? Which dose forms and strengths?
1. Type the name of the product in the Quick Search bar and select from the list.

2. Go to the 'Launches and Pack Prices' tab.

3. Scroll down to the 2nd table on the page to view 'Launches: Additional Insights', select 'Australia' under Country/Territory and 'Generic' under 'Brand Indication'.
4. The total number of Product launches in Australia are displayed at the top right of the table. Dose forms and strengths are also displayed on the table.

There are 31 Product launches of lacosamide in Australia

5. Download and Customize options are available at the top left should you need to change how your data is displayed or analyze it in a different format.

Note: Launches: Additional Insights are licensed from Global Pricing Innovation and may be restricted by your organization's subscription).

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