

LATAM Market Share Module

The **LATAM Market Share Module** in **Cortellis Product Intelligence** provides an overview of the Latin American market for a product of interest. It offers deeper insights into the Product landscape to help users analyze sales volumes, trends and market intelligence as well as identify the most prescribed products or dose forms in the region or country.

The LATAM Market Share Module offers prescription and sales data for more than 3,000 APIs in LATAM countries. Data is presented by product and dose form in interactive charts showing the latest 12 months and the last 3-5 years.

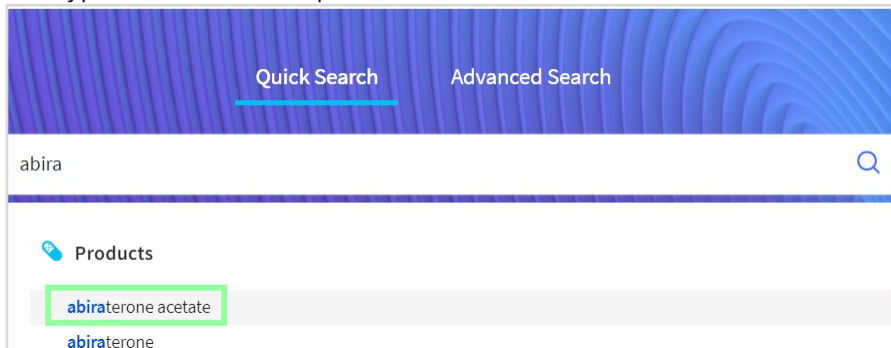
These are some of the questions the LATAM Market Share can answer:

- How crowded is the market?
- What are the sales volumes and trends in recent years?
- How many units have been sold in the last 12 months?
- Which dose form is the most prescribed?
- Which country within LATAM should I launch my generic first?

Most Cortellis Product Intelligence users have access to the regional page of LATAM Market Share but not the individual countries. The add-on module by country offers more granular data and filters at the top to focus on one country to analyze its market in recent years.

Example: How crowded is the generic market for abiraterone acetate in Colombia? Which dose form is the most prescribed?

1. Type the name of the product in the Quick Search bar and select from the list.



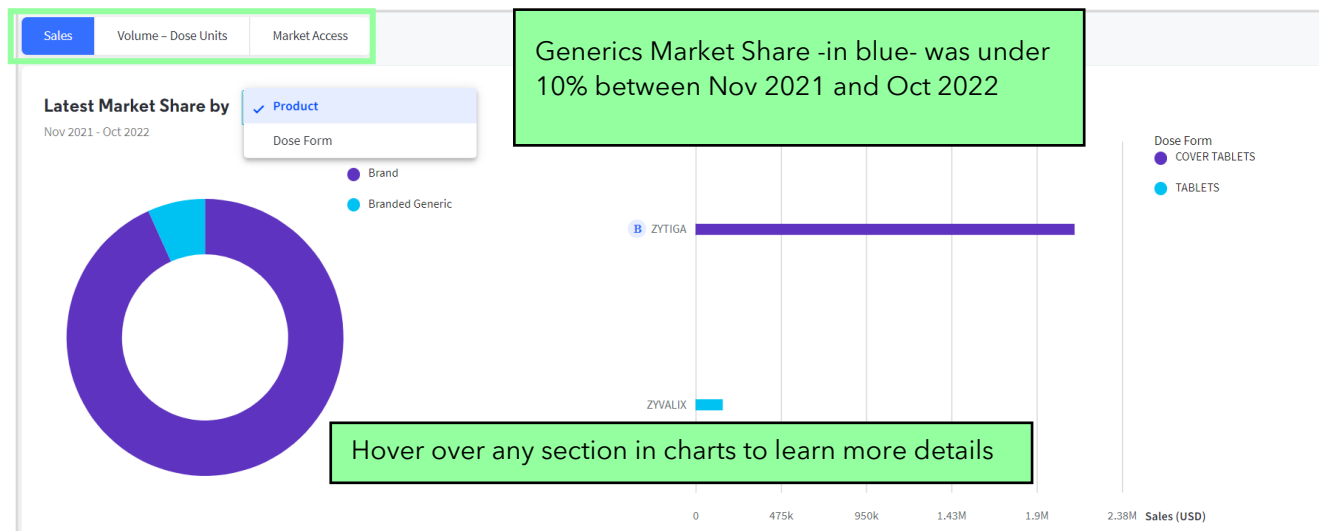
The screenshot shows the 'Quick Search' tab selected. The search bar contains the text 'abira'. Below the search bar, a dropdown list is open, showing two options: 'abiraterone acetate' (highlighted with a green box) and 'abiraterone'.

2. Navigate to 'LATAM Market Share' tab and select 'Colombia' at the top.



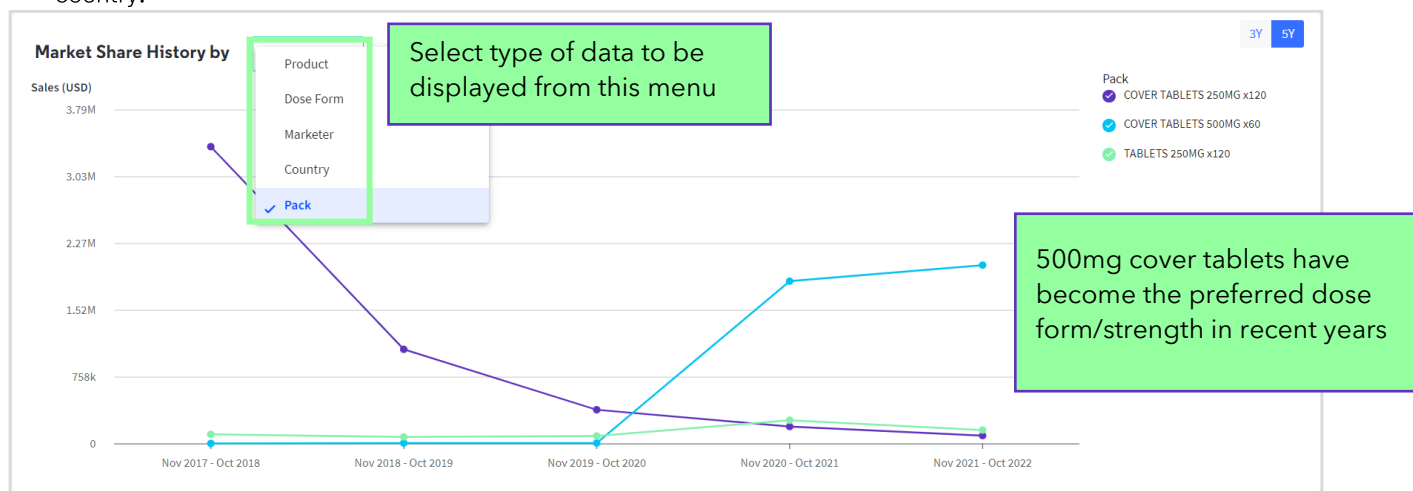
The screenshot shows the 'abiraterone acetate' product page. The 'LATAM MARKET SHARE' tab is selected and highlighted with a green box. Below the tabs, there is a row of country buttons. The 'COLOMBIA' button is highlighted with a green box. Other buttons include LATAM, ARGENTINA, BOLIVIA, BRAZIL, CHILE, COSTA RICA, ECUADOR, EL SALVADOR, GUATEMALA, HONDURAS, MEXICO, NICARAGUA, PANAMA, PARAGUAY, PERU, and URUGUAY.

- The first chart provides sales values in 12-month period by product or dose form.

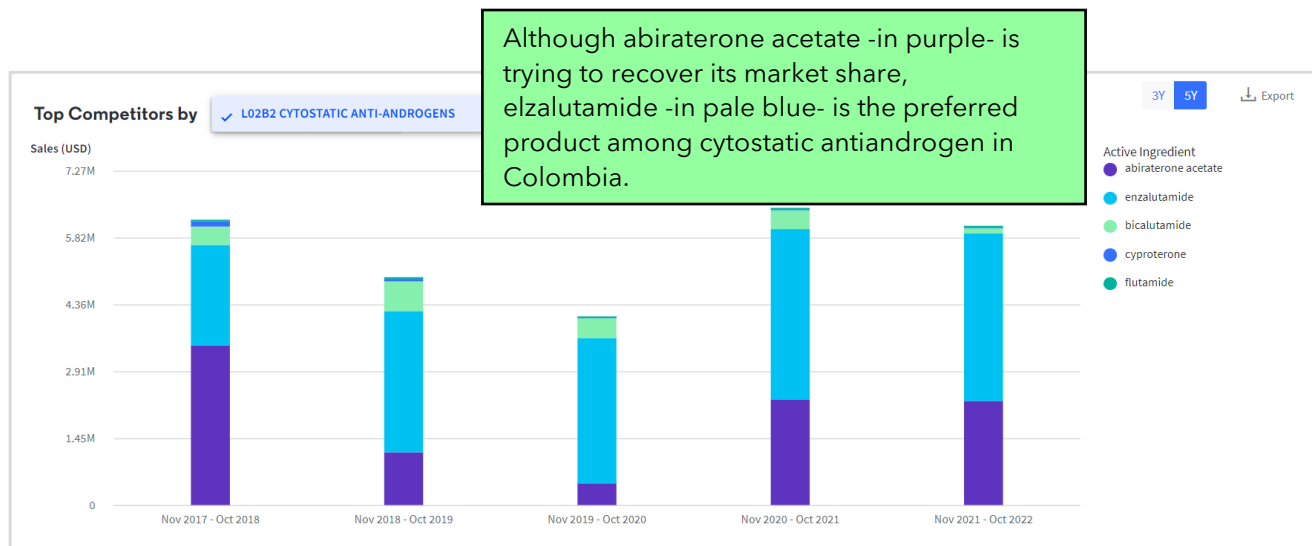


Note: Sales can be provided in USD or units. Select 'Volume-Dose units' at the top to update the chart and display number of units sold in the same period.

- Scroll down to see the second chart displaying market changes in the last 3-5 years to easily analyze trends in the country.



5. Next chart displays competitor drugs in the same therapeutic area and their market share.



***Note:** Access to LATAM Market Share tab may be restricted by your organization's subscription. Data for individual countries is available as an add-on module.

To find out what is included in your subscription, contact your Clarivate account manager or **LS Product Support**.