



HEALTHCARE

GROWTH STRATEGIES IN GENERICS

Innovative and aggressive strategies and their impact on branded pharmaceuticals

By Peter Wittner

 [Table of Contents](#)

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Peter Wittner is an independent consultant in the field of generic pharmaceuticals and the author of a previous report on this topic. He draws on nearly 30 years experience in the pharmaceutical industry in a variety of commercial positions right up to Managing Director. He has spent the last 15 years specifically in the generic sector in a range of roles, including European Sales & Marketing Manager for Norton and MD of Ranbaxy UK at the time of its establishment in the UK.

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Printed and bound in Great Britain by MBA Group Limited, MBA House, Garman Road, London N17 0HW. www.mba-group.com

Table of Contents

Growth Strategies in Generics

Executive summary	10
Introduction	10
Market overview	10
Successful US strategies	11
Successful European strategies	12
US legislation and its impact	13
European legislation and its impact	14
US barriers to generics growth	15
European barriers to generics growth	16
Future prospects and conclusions	17
Chapter 1 Market overview	20
Summary	20
Introduction	21
US vs Europe – differences and contradictions	23
Global opportunities – forthcoming patent expiries	27
Underdeveloped markets	29
Expand abroad or stay at home?	32
Multinational R&D companies' involvement in generics	34
Chapter 2 Successful US strategies	38
Summary	38
Overview of US generic market	39
Leading US generic companies	41
The road to success	42

Distribution of commodity generics	42
Manufacture and distribution of commodity generics	43
Acquisition	44
Patent challenges – Paragraph IV filings and first to file	46
Specialty generics - reducing the competition levels	48
Products with technologically challenging formulations	48
Controlled release generics	49
Products where significant regulatory support is required	49
Products with limited availability of the API	50
Proprietary drugs — branded and generic products together	50
Biogenerics	51

Chapter 3 Successful European strategies 54

Summary	54
Overview of European generic markets	55
Pricing	56
Intellectual property	57
Generic prescribing levels	57
Purchasing decision based on price	58
Pricing based on supply and demand	58
Leading European companies	59
The road to success	61
Distribution of commodity generics	61
Manufacture and distribution of commodity generics	62
Patent challenges	63
Be first to launch	64
Acquisition	65
Specialty generics - reducing the competition levels	66
Proprietary drugs - branded products alongside generics	67
Biogenerics	67

Chapter 4 US legislation and its impact 70

Summary	70
Overview of US generic legislation	71
Hatch-Waxman amendments	72
Benefits to the R&D side	72
Benefits to the generic side	73
Disadvantages of the legislation	75
McCain-Schumer legislation	77
Gregg-Schumer Act	78
The impact of new legislation	80

Single 30 month stay	80
Orange Book listings	81
180-day exclusivity	81
Authorized generics	82
Bioequivalence	82

Chapter 5 European legislation and its impact 86

Summary	86
Overview of European generic legislation	87
Directive 2001/83	89
Directive 2004/27/EC	90
Benefits to the R&D side	90
Benefits to the generic side	93
The impact of new legislation	94
Definition of a generic	94
Bolar clause	95
“Is Marketed”	95
European Reference Product	97
Harmonization of SmPC’s	98
Disadvantages of the legislation – winners and losers	98
Other IP issues	99

Chapter 6 US barriers to generics growth 102

Summary	102
Introduction	103
Threats to the industry	103
Market saturation	103
Increasing wholesaler consolidation	104
Overseas competitors – India	105
Overseas competitors – Europe	107
Gaps in patent expiries	109
Reference prices	110
Parallel imports	111
Individual company strategies	114
Movement away from normal release oral commodity generics	115
Adjustment of product portfolio to include higher margin products	116
Investment in original R&D	117
Acquisitions	119
Expansion into overseas markets	120
Alliances with overseas manufacturers in India or Latin America	122

Biogenerics	122
The role of trade associations	124

Chapter 7 European barriers to generics growth 128

Summary	128
Overview	129
Threats to the industry	130
Market saturation	130
Increasing wholesaler consolidation	131
Overseas competitors – India	131
Overseas competitors – Europe	133
Reference prices	134
Parallel imports	136
Individual company strategies	137
Portfolio adjustment	138
Expand abroad	140
Attack patents – risks and opportunities	143
Form an alliance with multinational	145
Conduct own R&D	146
Biogenerics	147
Add parallel imports to the range	149
Enter OTC market	149
The role of trade associations	150
Lobby for legislative change	150
Lobby against legislative change	150

Chapter 8 Future prospects and conclusions 153

Summary	153
Overview	154
Trends in manufacturing	156
Movement of manufacturing facilities	156
Threats to generics companies	157
Trends in marketing	159
Movement upstream	159
Expansion overseas	161
Target areas for expansion	162
The future of generics in the US	164
US profit margins	164
Future legislative changes	165

The future of generics in Europe	166
Pan-European generics	166
Legislation	167
IP Problems	167
The generics competitive landscape	168
Generic superheroes	168
Consolidation of generic companies	168
Branded pharmaceutical company consolidation	169
Growth prospects for generics	170
Outlook by therapeutic area	172

List of Figures

Figure 1.1:	Examples of differences between US and Europe (as at start of 2004)	25
Figure 1.2:	Generic penetration in Europe	30
Figure 2.3:	Significant factors necessary for the development of a healthy generic market	39
Figure 2.4:	Branded sales and sales growth of the leading generics companies, 2000–01	50
Figure 3.5:	Factors necessary for the development of a healthy generic market	55
Figure 3.6:	European sales of leading generics players, 2001	59
Figure 6.7:	The value of major US patent expiries to 2008	110
Figure 6.8:	Generics R&D strategies – trade off between risk and competition level	119
Figure 6.9:	Drivers and resistors to geographic expansion	121
Figure 7.10:	European prices compared against reference price systems	135
Figure 7.11:	Pharmaceutical prices and generic penetration in Europe	142
Figure 8.12:	Generic penetration rates in Europe, 2003	154
Figure 8.13:	Opportunities and saturation in generics markets	155
Figure 8.14:	Threats to generics companies	158
Figure 8.15:	The evolution of successful generics companies	160
Figure 8.16:	Plans for overseas expansion	161
Figure 8.17:	Target areas for expansion	162
Figure 8.18:	Use of regional offices, subsidiaries, acquisition and local agents	163
Figure 8.19:	The impact of recent changes in pharmaceutical law	165
Figure 8.20:	Annual growth predictions for generic drugs, 2004, responses by type of company	170
Figure 8.21:	Annual growth predictions for generic drugs, 2004, responses by location of respondents	171
Figure 8.22:	Most attractive therapy areas for generic drugs growth	172

List of Tables

Table 1.1:	Size of key generics markets, 2001-02	24
Table 1.2:	Best selling pharmaceuticals (2003) and their patent expiry dates	28
Table 2.3:	Major generic companies in the US market 2002	41
Table 2.4:	Generics players and their subsidiaries (selected list)	45
Table 3.5:	Comparison of different national pharmaceutical price levels, 2000	56
Table 3.6:	Generics players and their subsidiaries (selected list)	65
Table 4.7:	Comparison of major legislative provisions in the US	79
Table 5.8:	EU members and their date of accession	87
Table 5.9:	Generic substitution by country in Europe (as at February 2004)	88
Table 5.10:	EU data exclusivity times as at early 2003	91
Table 6.11:	Key US patent expiries, 2001-2006	123
Table 7.12:	European price comparisons, 1996-2003	129
Table 7.13:	European reference pricing systems in each country, by type	134
Table 7.14:	Biologics patent expiries, 2001-2006	148