

Global Pharmaceutical & Biotechnology Outlook 2013: Japan Pharma

Description: Global Pharmaceuticals and biotechnology outlook - Japan Pharma

The coming years will see Japan pharma regaining its status as innovator driven with Edoxaban for Daiichi Sankyo, Canagliflozin for Mitsubishi Tanabe, and Dolutegravir for Shionogi bringing the good times back for the respective companies in 2013 and carrying enough potential to change global market dynamics in the anticoagulant, diabetes and HIV space resp. We think that the massive ~\$45b poured in acquiring innovation by Japanese companies does not justify its value as we find that the key catalysts from Japan are in-house candidates.

Changing political scenario in Japan will accelerate the pace of reforms in Japan as recently; the Liberal Democratic Party (LDP) of Japan came back into power replacing the short tenure of the Democratic Party of Japan (DPJ). LDP was the pioneer initiator of major healthcare reforms with a focus on curbing healthcare costs by means of enhancing generic drugs penetration. Our report discusses in details about the implications of these changes on Innovator and generic domestic Japanese pharma companies.

Global companies on the other hand are going to see a favorable scenario in coming years - expected launches in 2013-2014 from global companies will increase competition to domestic players mainly in the respiratory, oncology and rheumatoid arthritis therapy areas, and will increase overall market size of Diabetes and Osteoporosis markets.

Going forward, for 2013 -Generic companies will continue to witness a growth story, we think that the recent incentives to promote generic uptake have played out well and at current levels, we do not see meaningful growth until early 2014 when new set of incentives will start playing off. However, in the related space - drug chain stores and biogenerics are two new arenas which we see as next growth drivers - we have analyzed these two novel spaces as well in this report.

The detailed report on Japan Pharma contains:

I. Performance in 2012 - The Hits & Misses

II. Japan Pharma: Looking forward in 2013 and beyond

- Stand on individual companies
- Changing political scenario is likely to accelerate the pace of reforms

III. Analysis on Innovators Companies - Innovation and consolidation continue to serve as catalyst

- Rich looking pipeline could be delusive
- Key R&D catalysts from Japan pharma
- Key upcoming milestones
- Expected upcoming launches from global companies in Japan and its implications
- Likely implications of recent consolidation activities
- Sustainability thru increasing overseas base

IV. Analysis on Generic Companies

- 2012 - price cuts & implications
- New layer of reforms playing out well
- Dominance of big players in dispensing pharmacy
- Shrinking general practitioners market
- DPC hospitals are a new growth avenue

V. Analysis on Drug Chain Stores

- Macro forces favoring Drug Chain Stores
- Success story from a few, likely to be replicated by followers

VI. Analysis on Biogeneric Companies

- Evolving Biogenerics space in Japan

IN-DEPTH COMPANY ANALYSIS AND REPORTS ON

1. Daiichi Sankyo- Edoxaban will bequeath wings to the price
2. Kyorin – Respiratory Franchise Strengthening Up
3. Mitsubishi Tanabe- Canagliflozin is key, but other drivers also in queue
4. Shionogi- Dolutegravir brings the good times back
5. Eisai- 'HAYABUSA' challenging to achieve despite new approvals
6. Astellas- Defensive Agreements dilute Catalysts Value
7. Chugai – Growth story well built in price
8. Dainippon Sumitomo- Expectation from Latuda are well built in
9. Kyowa Hakko Kirin- Upside from Potelligent technology is still away
10. Nippon Chemiphar - Thin margins, wavering profitability outlook
11. Sawai- Wait until next price cuts
12. Takeda- EU Aspirations are hard to attain
13. Towa- Solid fundamentals not sizeable in near term

KEY INDUSTRY TABLES/ ANNEXURES:

1. Japan Pharma Valuation
2. Key Pipeline Candidates- Japan Pharma
3. Global Companies expected major launches in Japan- 2013/14
4. Consolidation activities major M & A in Japan- Last 5 Years
5. Reforms in 2012 and Implications
6. Revised Incentives for Pharmacies
7. Looming Generic Opportunity
8. Japan Generic segments
9. Drug Chain stores- Profitability Trends
10. Key Milestones
11. Japan Generic Market Model
12. Top 25 Products vs. Generic Threat

Contents:

I. Performance in 2012 – The Hits & Misses

II. Japan Pharma: Looking forward in 2013 and beyond

- Stand on individual companies
- Changing political scenario is likely to accelerate the pace of reforms

III. Analysis on Innovators Companies – Innovation and consolidation continue to serve as catalyst

- Rich Looking Pipeline Could be delusive
- Key R&D catalysts from Japan pharma
- Key upcoming milestones
- Expected upcoming launches from global companies in Japan and its implications
- Likely implications of recent consolidation activities
- Sustainability thru increasing overseas base

IV. Analysis on Generic Companies

- 2012 – price cuts & implications
- New layer of reforms playing out well
- Dominance of big players in dispensing pharmacy
- Shrinking general practitioners market
- DPC hospitals are new growth avenue

V. Analysis on Drug Chain Stores

- Macro forces favoring Drug Chain Stores
- Success story from a few, likely to be replicated by followers

VI. Analysis on Biogeneric Companies

- Evolving Biogenerics space in Japan
1. DAIICHI SANKYO (4569): Edoxaban Will Bequeath Wings To The Price!
 - Sum of parts valuation
 - Lixiana/Edoxaban-Has Key Differentiating Features
 - Key clinical data analysis
 - Denosumab: Will Contribute To Bottom Lines Despite Partnering
 - Worst Is Priced In For Ranbaxy Performance
 - Daiichi Sankyo Espha (DSE) - A Game Changer In Japan Generic Market
 2. KYORIN (4569): Respiratory Franchise Strengthening Up!
 - Catalyst to strengthen respiratory franchise
 - KRP-108 – The key driver
 - Kipres Continues To Drive Growth In Anti-Asthmatic Market
 - Uritos Sales Ramping Up Well
 - Rapport with GPs Keeps Mucodyne Sales Stable:
 - Key In-House Candidates Look For Partners
 3. MITSUBISHI TANABE (4508): Canagliflozin is Key, But Other Drivers Also In Queue!
 - Canagliflozin Is Showing Promise Of Better Safety And Efficacy
 - Canagliflozin : CV Safety Issues Are Manageable
 - Domestic Business Faces High Long-Listed Exposure, New Catalysts Will Continue To Grow
 - Remicade Franchise And Telavic Will Support Declining Domestic Business
 - Tenepliptin Set To Enjoy Favorable DPPiV Market In Japan
 - Royalty Income From Gilenya Continues To Grow
 - Avanafil Prospects Depends Upon Vivus Marketing Partner
 - Higher Dividend Expected During MTP
 4. SHIONOGI (4507): Dolutegravir Brings The Good Times Back!
 - Dolutegravir/combo approval likely in 2013
 - Dolutegravir - Combination Therapy Offers Wider Opportunity
 - Rapidly Changing HIV Market Dynamics
 - Strategic Rational of Integrase Inhibitors
 - Crestor – NRx/TRx Show Better Resilience Post Lipitor Generics
 - 'Low Margin Domestic Business' is Not Going to Change Soon
 - Pipeline Has Potential but Unlikely to Give Breakthroughs in Near Term
 - US Business – Nothing Left For Further Downside
 5. EISAI (4523): 'HAYABUSA' Challenging to Achieve Despite New Approvals!
 - Pipeline Potential Overly Built in Price
 - Challenges at domestic front will Surface Soon
 - Biomarker's Upside Is 'beyond HAYABUSA timeline'
 - Aricept Lifecycle Management Programs Unlikely to Meet Management's Target
 - Halaven clinical data is encouraging for triple negative breast cancer
 - Fycompa prospects in US are limited due to genericization of the market
 - Belviq label will restrict its peak sales and agreement with Arena leaves little on bottom line
 6. ASTELLAS (4503): Defensive Agreements Dilute Catalysts' Value!
 - Enzalutamide: 2013/14 Will Unfold Potential
 - Myrbetriq Launch Will Help Maintaining Leadership In The OAB Space
 - Tivozanib US Approval In RCC Is Likely But Has Limited Potential
 - ASP-015k Finds A Strong Partner
 - ASP-015k Deal Summary
 7. CHUGAI (4519): Growth Story Well Built In Price!
 - Actemra To Gradually Increase Its Patient Base
 - Pertuzumab Will Secure Approval In Japan
 - T-DMI Us Approval In Second Line Breast Cancer Is Likely
 - Safe Domestic Business And Sales Ramp Up Of Newly Launched Products
 - Roche's Possible Course Of Actions For Increasing Stake In Chugai
 8. DAINIPPON SUMITOMO (4506): Expectations From Latuda Are Well Built In!
 - LATUDA continue to succeed

- High Unmet Need Still Exists In The Anti-Psychotics Market
- Other Pipeline Candidates

9. KYOWA HAKKO KIRIN (4151): Upside From Potelligent Technology Is Still Away!

- Potelligent technology still a way from fetching premium
- Business Restructuring Brings Focus on Pharma Business
- Tivantinib Loses Its Commercial Attractiveness
- KW-0761 – First Potelligent Based Antibody in Market

10. NIPPON CHEMIPHAR (4539): Thin Margins, Wavering Profitability Outlook!

- Lowest Profitability Structure Is Not Going To Change Soon
- Increasing DPC hospitals are biggest driver

11. SAWAI (4555): Wait Until Next Price Cuts!

- Excellent Reach in DP Segment is Advantageous
- DPC Opportunity is Yet to be Tapped
- Bio-Similars Opportunity Placed Aside for Now
- Premium valuation vs. Peers is Likely to be Maintained
- Emerging Threats To Domestic Generic Companies

12. TAKEDA (4502): EU Aspirations Are Hard to Attain!

- Increasing competition in DPPiV inhibitors class
- Global approval of SYR-322 and its combination is still awaited
- EDARBI – 'Me Too' ARB Will Alleviate Pain of Atacand Revenue Loss
- Tofacitinib JP Approval will strengthen its RA portfolio
- Nycomed acquisition helps deliver the growth and negate Actos patent expiry
- Key Global late stage Pipeline Candidates
- Vortioxetine US approval is likely
- Key candidates from Millennium
- TAK-875 Data in 'The Lancet' - First GPR-40 agonist Can Potentially Alter Diabetes Therapy Paradigm, Though a Few Questions Remain Unanswered

13. TOWA (4553): Solid Fundamentals Not Sizeable In Near Term!

- Modest Sales sustainability from Dispensing Pharma
- Ambitious Investment Plans To Meet Future Demand
- Emerging Threats To Domestic Generic Companies

List of Charts

1. Generic Penetration Trend
2. Key Generic Companies: Sales Break Up
3. Anticoagulants Market-2009 Vs. 2020
4. Spring- PhIII Findings (1)
5. Spring- PhIII Findings (2)
6. Dolutegravir PhIII Program
7. E-5501 - Short And Long Term Platelet Responses
8. Asp015k – Changes From Baseline In PASI At Day 42
9. Latuda: Monthly TRx Trend – Us
10. Atypical Anti-Psychotics Market
11. Atypical Anti-Psychotics – Competitive Landscape
12. Japan: Long Listed Drugs And Generic Penetration (2012)
13. Tak-875 PhII Efficacy Data
14. Type 2 Diabetes Market

List of Tables

1. Report Card – 2012 (Japan Pharma Stock Performance Hit & Miss)
2. Japan Pharma Valuation
3. Large Pharma - Rich Pipeline
4. Key Pipeline Candidates- Japan Pharma
5. Global Companies Expected Major Launches In Japan- 2013/14

6. Consolidation Activities Major M&A In Japan - Last 5 Years
7. Japanese Global Cos Overseas Sales
8. JP Companies Performance Vs. US/EU
9. Reforms In 2012 And Implications
10. Revised Incentives For Pharmacies
11. Looming Generic Opportunity
12. Key Generic Companies: Sales Break Up
13. Generic Companies: Relative Standing
14. Japan Generic: Segments
15. Drug Chain Stores: Profitability Trend
16. Biogenerics Opportunities In Japan
17. Daiichi Sankyo: Datablock
18. Daiichi Sankyo: Sum Of Parts
19. Daiichi Sankyo: Key Milestones
20. Daiichi Sankyo: Relative Clinical Profile Of Xarelto, Eliquis And Edoxaban In SPAF
21. Daiichi Sankyo: Different Geographies
22. Daiichi Sankyo: Edoxaban PhII Clinical Study In SPAF: Global; Japan; Taiwan
23. Daiichi Sankyo: Baseline Characteristics Comparison Of Pivotal Trials In SPAF
24. Daiichi Sankyo: Comparison Of Available Osteoporosis Treatments
25. Daiichi Sankyo: Ranmark (Denosumab) - Development Status In Japan
26. Daiichi Sankyo: Comparison Between Zometa And Denosumab In Oncology
27. Daiichi Sankyo: RBXY: Datablock
28. Daiichi Sankyo: Daiichi Sankyo Espha Approvals
29. Kyorin - Datablock
30. Kyorin -Key Milestones
31. Kyorin -KRP-108: Relating Composition
32. Kyorin -Kipres: Competitive Landscape In Japan
33. Kyorin - Japanese OBS Market
34. Mitsubishi Tanabe - Datablock
35. Mitsubishi Tanabe - Key Milestones
36. Mitsubishi Tanabe - SGLT2 Pipeline (Japan And Global Status)
37. Mitsubishi Tanabe - SGLT2 Inhibitors- Clinical Data Comparison
38. Mitsubishi Tanabe - Key Products
39. Mitsubishi Tanabe - Japan RA Market
40. Mitsubishi Tanabe - HCV Pipeline (Japan)
41. Mitsubishi Tanabe - Marketed DPP4 In Japan
42. Mitsubishi Tanabe - DPP4 Pipeline* (Japan And Global Status)
43. Mitsubishi Tanabe - Avanafil : Relative Positioning
44. Mitsubishi Tanabe - Dividend Estimates
45. Mitsubishi Tanabe - Key Pipeline Candidates
46. Shionogi - Datablock
47. Shionogi - Key Milestones
48. Shionogi - Single Trial Data
49. Shionogi - Dolutegravir - PhIII Trials
50. Shionogi - HIV Marketed Drugs
51. Shionogi - HIV Pipeline Drugs
52. Shionogi - Spring-2 Trial Data
53. Shionogi - Dolutegravir NPV- Shionogi
54. Eisai - Datablock
55. Eisai - Key Milestones
56. Eisai - Key Pipeline Candidates
57. Eisai - Aricept WW Sales Projections
58. Eisai - Aricept Sales In Japan: Strength Wise
59. Eisai - Halaven - A Number Of Indications Underway
60. Eisai - Upcoming Competitors For Halaven
61. Eisai - Fycompa Clinical Data
62. Eisai - Data Presented At IEC Annual Meeting 2011
63. Eisai - Eritoran Vs. Xigris: Comparative Efficacy
64. Astellas - Datablock
65. Astellas - Key Milestones
66. Astellas - Long-Term PhI/II Follow-Up Results
67. Astellas - Overactive Bladder Syndrome: Key Drugs
68. Astellas - Mirabegron Efficacy And Tolerability Results In European And Australian Patients

69. Astellas - Mirabegron Efficacy And Tolerability Results In North American Patients
70. Astellas - Competitive Landscape: Advanced Renal Cell Carcinoma
71. Astellas - Select Oral Ra/Psoriasis Drugs In Development
72. Chugai - Datablock
73. Chugai - Key Milestones
74. Chugai - Actemra - Ongoing Global Trials
75. Chugai - Japan RA Market
76. Chugai - Efficacy And Safety Comparison Of TDM1 Vs. Trastuzumab+Docetaxel In First Line BC TDM1: Ongoing Important Clinical Studies Of T-DM1 In Late Stage Her 2 Positive Breast Cancer
77. Chugai - Chugai-Sales Break Up
78. Dainippon Sumitomo - Datablock
79. Dainippon Sumitomo - Key Milestones
80. Dainippon Sumitomo - Psychiatrists See High Unmet Need
81. Dainippon Sumitomo - Lurasidone - Ongoing/Planned Clinical Studies
82. Dainippon Sumitomo - Pearl 2 Data
83. Dainippon Sumitomo - Pearl 3 Vs. Seroquel: Overall- A Good Risk/Benefit Ratio
84. Dainippon Sumitomo - Latuda SWOT Analysis
85. Dainippon Sumitomo - Pearl 3 Extension Study Data- Non Inferior To Seroquel XR
86. Dainippon Sumitomo - Dainippon Sumitomo-Key Pipeline Candidates
87. KHK - Datablock
88. KHK - Key Milestones
89. KHK -Potelligent Technology
90. KHK -Segment Classification
91. KHK -Income Statement
92. KHK -Pharma Sales Trend
93. Nippon Chemiphar - Datablock
94. Nippon Chemiphar - Entry Of Foreign Companies In Japan Generic Market
95. Nippon Chemiphar - Generic Companies: Relative Valuation
96. Sawai - Datablock
97. Sawai - Excellent Reach In Various Markets
98. Sawai - Reforms In 2012 And Implications
99. Sawai - Sawai Vs. Key Competitors Sales Break Up Key
100. Sawai - Generic Companies: Relative Valuation
101. Sawai - Foreign Companies Entry In Japan Generic Market
102. Takeda -Datablock
103. Takeda -Antidepressants – Ww Competitive Landscape
104. Takeda -PhIII Data Summary- Vortioxetine
105. Takeda -Antidepressants: Key Pipeline Candidates And Issues
106. Takeda -Antidepressants Market In Japan
107. Takeda -Key Attributes Of Major Anti-Diabetic Drugs
108. Takeda -Advantage, Disadvantage Of Key Anti-Diabetic Drugs
109. Takeda -Ongoing Clinical Trials Of Tak-875
110. Takeda -Tak-875 Ph II Trial Design
111. Datablock
112. Reforms In 2012 And Implications
113. Towa Vs. Key Competitors Sales Break Up Key
114. Foreign Companies Entry In Japan Generic Market
115. Revenue Growth Of Generic Cos. In Price Cut Years

Annexures

1. Key Milestones- Japan Pharma
2. Japan Generic Market Model
3. Top 25 Products Vs. Generic Threat
4. Daiichi Sankyo - Domestic Pharma Sales Trend
5. Mitsubishi Tanabe - Long Listed Product Sales As % Of Total Domestic Sales
6. Shionogi - Viking- PhII Findings
7. Shionogi - Spring- PhIII Findings
8. Shionogi - Single- PhIII Findings
9. Shionogi - Dolutegravir PhIII Program
10. Eisai - Consolidated Income Statement: MPe Vs. Hayabusa
11. Eisai - Domestic Pharma Sales
12. Eisai - Belviq Cost To Eisai

13. Astellas - Xtandi: NPV Shrinks Due To Commercialization Agreement
14. Chugai - Possibilities Of Roche Increasing Its Stake In Chugai Are Real & High
15. Chugai - Roche-Chugai: Maturing Relationship Timeline
16. Chugai - Potential Benefits To Roche By Increasing Stake In Chugai
17. Chugai - Widening Prospects Of Actemra
18. Chugai - Domestic Japan Pharma Sales
19. Dainippon Sumitomo - Dainippon Sumitomo- Key Pipeline Candidates
20. Dainippon Sumitomo - Dainippon Sumitomo-Key Pipeline Candidates
21. Sawai - Generic Companies: Relative Standing
22. Takeda - Key Pipeline Candidates

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