

Whitepaper on biosimilars and innovator biologics

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With Biopharma products going offpatent and guidelines for cost effective Biosimilars being defined globally, **there is a strategy that major biopharma companies need to adopt to counter this prevailing inclination of towards Biosimilars.**

Biologics have been offering solutions where small molecule drugs have failed to reach. The Biopharma addressed areas like cancer, arthritis are the areas of concern whose treatment was long awaited. Following a period of decline in new chemical entities they provided a much needed injection of innovation to drug treatment.

The Biologics market was valued to be 108 billion USD for the year 2011 and is expected to grow at CAGR of 8% to 160 billion USD for the year 2016. Growing with this market is another market which is not something that Innovator biologic producer wants but they have no other go on the account of the product hitting the patent expiry period. They should adopt strategies to either retain the exclusivity or join the stream of growing biosimilars.

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