The life sciences industry must be prepared to address the needs of a growing and graying population. With the world's population projected to exceed 12 billion by 2050, the industry is expected to witness significant growth. This growth is particularly pronounced in areas such as oncology, cardiology, and Alzheimer’s.

Growing and Graying Populations

Key sectors of the life sciences industry face category-specific opportunities and drivers that are shaped by shifts in demographics. As the population ages, there is a greater demand for treatments targeting chronic conditions such as cardiovascular disease and Alzheimer's. On the other hand, advancements in oncology promise to redefine the future of cancer treatment and care.

Weathering the Data Tsunami

The explosion of data generated by the internet of things (IoT) and the proliferation of connected medical devices are transforming the way healthcare is delivered. In just 2017, the mobile health market will account for 45% of the total health information technology market, with an estimated revenue of $64 billion.

External Dynamics

The political landscape is also evolving, with several factors driving change. The Affordable Care Act, for example, has transformed healthcare delivery models, shifting resources from inpatient to outpatient care and increasing the demand for accountable care organizations (ACOs).

Drug Approvals

In 2016, the FDA approved 21 new drugs – a 46% increase compared to 2015. With an increased focus on value-based care, drug approval processes are becoming more rigorous, requiring a deeper understanding of patient outcomes and long-term effects.

Value-Based Care

With the emphasis on value, manufacturers are naturally seeking more targeted deals. To that end, the cost of M&A is rising, and the value is inflating. Life sciences companies are looking to innovatively and change as organizations reevaluate their business top-to-bottom, focusing on patient-centricity as a means for success.

A January 2017 press conference held by President Trump introduced the new drug pricing proposal, which aims to include the cost of imported drugs in the U.S. market and encourage the use of lower-cost generics. The proposal, if implemented, could have a significant impact on the generics market.

Generics

The global generics market is expected to grow at a compound annual growth rate of over 10% through 2024. To sustain their current growth trajectory in the future, generics companies should start to consider requirements for advanced pharmaceutical products and associated regulatory incentives.

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10. The global generics market is expected to grow at a compound annual growth rate of over 10% through 2024.

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12. The global generics market is expected to grow at a compound annual growth rate of over 10% through 2024.

13. To sustain their current growth trajectory in the future, generics companies should start to consider requirements for advanced pharmaceutical products and associated regulatory incentives.