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The statin market in Japan to break the 3 billions Yen mark within 3 years

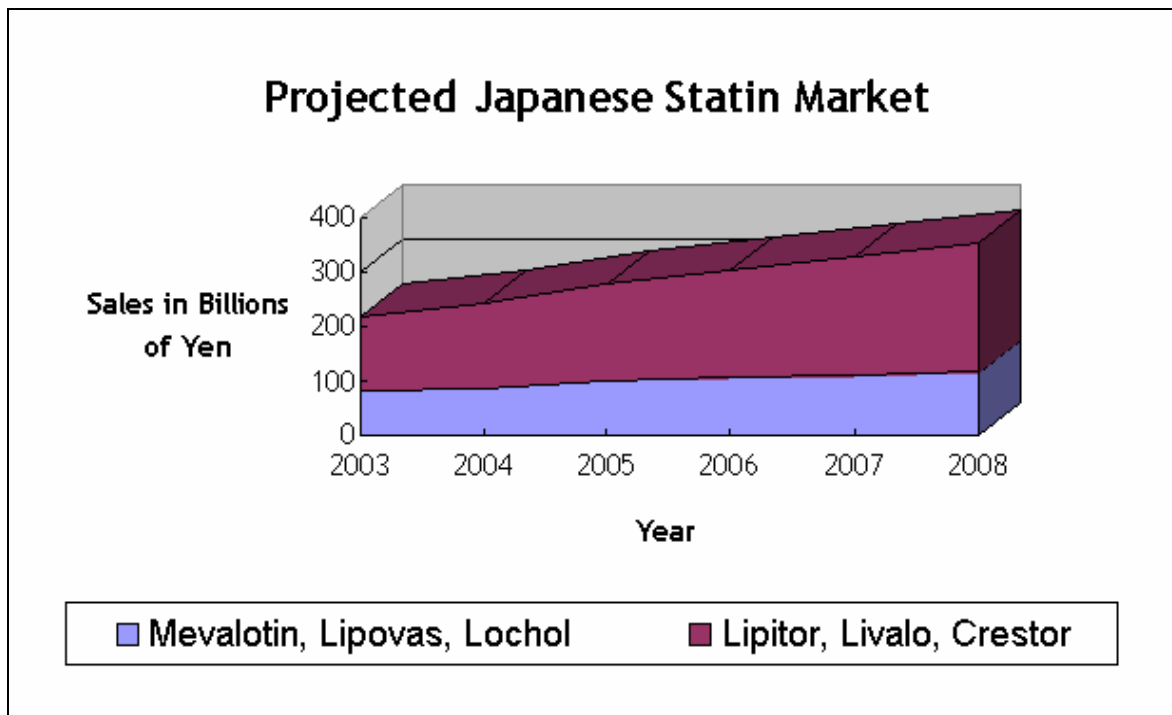
A new report from JKS study reveals that by year 2007 the size of the statin products used for treatment of dyslipidemia will increase significantly.

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Jouhou Koukai Services LLC has completed and published as a report from its series "All in Japan" the results of the most comprehensive to date approval information study on all medicinal products from the statin class registered currently in Japan.

The heart disease pharmaceutical market long dominated by a class of drugs known as statins is anticipated to snowball in Japan from a current level of 220 billion Yen to well beyond the 355 billion mark within this decade according to Japan drug watchdog JKS LLC. Japan's number two healthcare giant Sankyo, ever since the patent expiry of its blockbuster Mevalotin in July 2003, has loss significant share of the statin market to the generic and super statin (higher potency) competitors. Mevalotin patent expiry has had a domino effect on the generic statin market as a whole - with Mevalotin and Lipovas generics expanding to 27 and 17 registrations respectively, out of all 51 statin products presently on the market in Japan. Current projections are for the standard statin market - Mevalotin, Lipovas and Lochol having a 58% share of the total Japanese statin market will relinquish more than 10% of its sales to the strong statins segment - Lipitor, Livalo and Crestor by 2008. Now with statin approval timelines of US and European competitors as short as two years, the competitiveness of the Japanese statin market will go to a higher level as patients and healthcare professionals alike move away from first line standard statin treatment (■) to affordable but aggressive adjunctive therapies. At the starting dosage Lipitor prescription levels hold up well against Crestor in the "Super Statin" class (■) however as doctors move their patients to higher doses of Lipitor to cope with LDL reduction outcomes, the flat pricing of Crestor threatens to switch Lipitor prescribers to Crestor. Certainly in Japan the statin market is not saturated with treated cases only 20-30% of the total high risk population however affordability driven by Crestor and statin generics will become the mainstay.

The new reports is targeting regulatory affairs professionals, consultants, marketing specialists, business development executives, industry watchers, advertisement and communication executives.



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Editorial Office

Shinagawa Intercity Tower A, 28F, Konan 2-15-1

Minato-ku, Tokyo 108-6028, Japan

International Tel: +81-367-174-195

International Fax: +81-367-174-141

Email: jouhoukoukai@jouhoukoukai.com

Web: www.jouhoukoukai.com

www.ehealth-japan.com