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NEW YORK (GBI Research), 13 July 2012 - **Biobetters**, **drugs** that have been improved since their initial incarnations, are demonstrating fantastic growth and leaving their originators well behind, states new research by
pharmaceutical
business
specialists GBI Research.

The new report* explains how the more advanced drugs are far outstripping their biologic predecessors in terms of sales and pricing, helping companies maintain revenue at a time when patent expiry is rife.

Examples presented in the report include Amgen's biobetter Neulasta, used for the treatment of neutropenia. It was launched in 2002, 11 years after originator product Neupogen, and grew at a Compound Annual Growth Rate (CAGR) of 94% between 2002 and 2004. During the same period, Neupogen declined at a negative CAGR of 8%.

Similarly, when Roche launched Pegasys, a biobetter therapy with an improved dosing regime for hepatitis C, it grew at a CAGR of 23% between 2003 and 2004 and reached $1.4 billion in 2011, whereas the originator product, Intron A, saw sales decline at a negative CAGR of 10% between 2003 and 2004.

Biologic therapies have existed in the market since the mid-1980s, and therefore many are nearing their patent expiry or are no longer protected. However, the advent of modern technological and analytical methods such as mass spectrometry and genome sequencing has made it possible to produce and characterize protein therapies that have undergone significant changes, and has also enabled the development of biologic therapies with better safety profiles, dosing regimens and efficacy.

The dominance of biobetters is set to continue in the future, thanks to a healthy looking therapeutics pipeline. Considering that 21% of pipeline medications are in late stage development, the biobetters market is expected to show strong market growth over the next

few years, further attracting pharmaceutical and biotechnological companies.

The major players in the biobetters sector are those firms with considerable experience in this space which have released next generation therapeutics to protect and reinforce their position. The major stakeholder is Abbott, which controls 23% of the market thanks to its blockbuster therapy, Humira. Roche is not far behind with a 21% share, followed by Amgen with a 20% portion.