



## ***The Market for Prostate Cancer Drug Treatment Will Reach \$2.8 Billion by 2011, Reports WWMR, Inc.***

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PROSTATE CANCER is a new report from EP Publications, a service of WWMR, Inc., which addresses dynamic developments in the diagnosis and treatment of prostate cancer.

Drug treatment for prostate cancer has typically been reserved for more advanced cases, as well as being a commonly used adjunct to radiation therapy or prostatectomy. Approximately 2% of men over the age of 40 years (1.3 million men) in the United States suffer from prostate cancer. The aging of the population and decline in mortality rate will increase this prevalence by an average of 8% annually, more than doubling the overall prevalence of prostate cancer to 2.9 million cases by 2011.

The 2001 US Prostate Cancer Drug Market is dominated by hormone ablation agents, and is expected to be worth just over \$1 billion. Three new FDA-approved products to treat prostate cancer are expected to launch during 2001, including a product with a novel mechanism of action (Abarelix – a GnRH antagonist), as well as an extended release version of a current GnRH agonist, and an additional GnRH agonist. With the launch of these and other new products, the US Prostate Cancer Market is expected to grow to approximately \$2 billion by 2006. Building on the launch of products currently in Phase II or earlier, WWMR, Inc. expects this market to be worth \$2.8 billion by 2011.

PROSTATE CANCER examines the current challenges of the mechanisms of prostate cancer, reviews promising targets for drug development, and reports on new treatments for pain management. This multi-client report also provides detailed discussions of the epidemiology of prostate cancer, its etiology and pathophysiology, diagnosis, current therapies, and economic issues. In addition, it analyzes the commercial outlook for major pharmaceutical treatments for prostate cancer from 2001 to 2011.

PROSTATE CANCER is co-authored by Lisa Taylor and Stephen Crothers, Ph.D., both of whom are industry experts. The rigorous methodology focuses on in-depth review of the medical literature, review of product uses and revenues, and direct input from leading clinicians. The market and patient-population projections were based on a consensus developed by the authors, reflecting their industry experience, as well as the expert knowledge of clinicians in Urology and Oncology.

WWMR, Inc. is an independent marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR, Inc. has provided over 450 high quality, customized, and insightful studies to clients in the pharmaceutical, biotech, medical device and diagnostics communities worldwide. Enhanced Perspective Publications (EP Publications) is the multi-client publication arm of WWMR, Inc. Other reports available include Neuropathic Pain, and Patient Compliance.

WWMR, Inc. provides market and product assessment, competitive intelligence, forecasting, population projections, product launch (pre- and post-) marketing research, primary market research, database products, and on-site information center management.

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