BCC Research Tarceva® Forecast

BCC Research has published industry analysis for more than 40 years, providing the insight that helps clients understand the market trends, drivers, challenges, and disruptions that define growth strategies.

With BCC Research's new **Tarceva® Forecast**, you will have quantitative data about forecasted revenue for the pharmaceutical drug Tarceva® that will guide you in your strategic decision-making regarding future participation in this product sector.

Take advantage of the **BCC Research Tarceva® Forecast** to drive your investment decisions in the large and important lung cancer market

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The **BCC Research Tarceva® Forecast** is a quantitative forecast model in an easily accessible Microsoft® Excel® spreadsheet, segmented by specific parameters. It features:

- Market demand forecasts for Tarceva® annually for the years 2010 to 2030 by volume (number of patients) and value (in U.S. dollars)

- Segmentation of volume and value for these regions:
    - United States
    - Japan
    - Europe
    - Latin America
    - China
    - Asia
    - Middle East

- Data transparency and sources disclosed for:
    - Patient volumes, with forecasts by causal factors including population by age range, smoker data, and prevalence, as well as for population estimates at the country level
    - Product pricing and currency valuation forecasts

Tarceva® is a once-daily, oral, non-chemotherapy prescription drug for the treatment of advanced or metastatic non-small cell lung cancer (NSCLC). Some clinical studies have shown superior patient outcomes from use of Tarceva® as a second-line treatment for NSCLC. Tarceva® begins to fall outside of patent protection in numerous countries starting in 2020.

Use the **BCC Research Tarceva® Forecast** to:
- Examine forecasted market demand for Tarceva®: competitor assessment; market opportunity assessment
- Identify new business and investment opportunities for products in the lung cancer segment
- Validate other Tarceva® market-demand data to which you have access

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