

Transdermal Hormone Replacement

Markets, Demand Factors, Opportunities and Forecasts



Greystone Associates is pleased to announce the publication of a new market study. **Transdermal Hormone Replacement Therapy: Markets Demand Factors, Opportunities and Forecasts** is a comprehensive evaluation and analysis of the technology, products and participants providing the driving force behind this evolving segment of endocrine therapeutics.

The study is designed to provide drug company decision makers, pain product managers, drug delivery developers, device designers, healthcare marketers, and supply chain participants with a detailed understanding of the economics, technologies, treatable conditions, and commercial opportunities for transdermal hormone replacement. Provider organization business managers, healthcare administrators and investors will also benefit from this study.

The Critical Need and Complex Demand Picture for HRT

As life expectancy in the developed world increases and populations age, the incidence and associated morbidity of decreasing hormone levels have come to the forefront as a quality-of-life issue for patients and their families. For the past two decades, the healthcare industry has responded to this clinical need by developing, testing and marketing hormone replacement therapy (HRT) products. Because of their ease-of-use and dosing characteristics, drug developers are continuing to turn to transdermal delivery systems for HRT products. There are more than 40 million post-menopausal women in the United States alone, and this group is expected to grow by 50% by 2020. With the aging of the population worldwide, conditions and diseases such as menopause, osteoporosis and heart disease, which may benefit from hormone replacement therapy, are expected to become significantly more prevalent. The industry continues to attract interest in the form of new participants and products. While the global market continues to be dominated by the FDA-approved HRT products of major pharmaceutical firms, regional markets are a bit more competitive, and present unique challenges to transdermal HRT sector participants.

Report Value Matrix

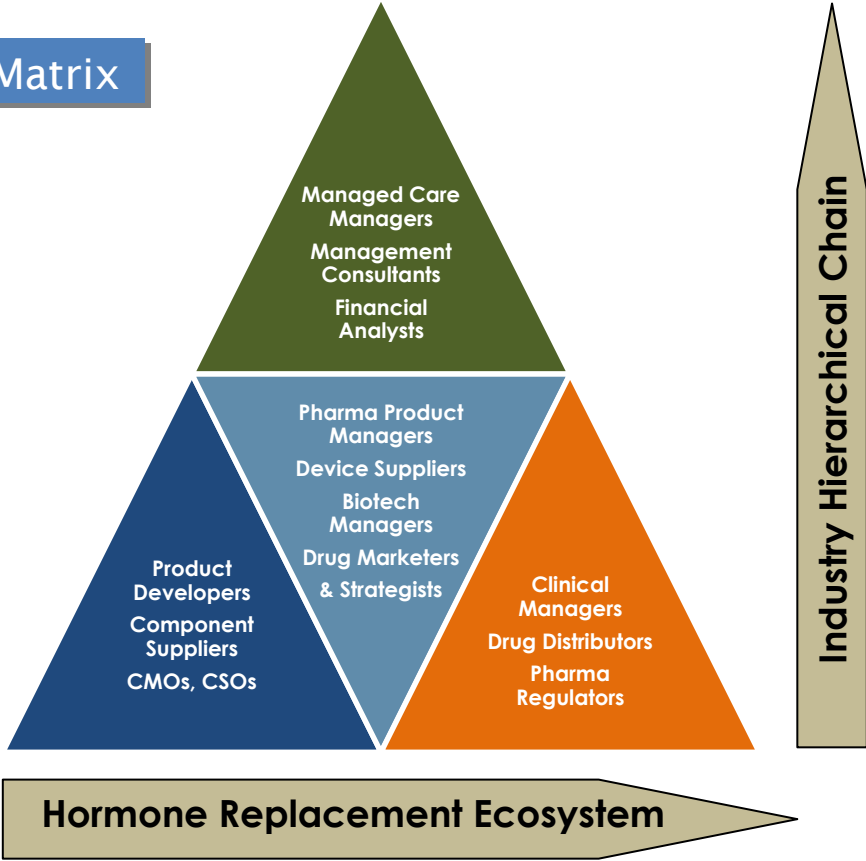


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- Analyzes and evaluates the global market opportunity for transdermal hormone replacement therapy and assesses the probable impact of evolving regulatory, economic and demand factors
- Assesses transdermal products approved or in development for the delivery of therapeutic hormones for HRT
- Provides detailed descriptions of HRT market segments, market factors, and business strategies
- Forecasts transdermal HRT product demand to 2012 by geographic region and product segment
- Profiles sector companies, their product development activities, supply chain partners, business strategies, and collaboration partners
- Evaluates the impact of economic, technology, and regulatory factors on hormone replacement therapy demand

Report Format and Availability

This report is available electronic format. A site license for a single physical location and an Enterprise license are also available.

Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, distributors, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and materials standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations.

Forecasts and projections of market demand and future market activity are derived using standard modeling and statistical techniques.

About Greystone Associates

Greystone Associates is a medical technology consulting firm focused on the areas of medical market strategy, product commercialization, venture development, and market research. We assist medical and healthcare market participants in achieving their business objectives through the creation of detailed development strategies, product commercialization programs, and comprehensive market and technology research and analysis.

Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge to refine and execute their marketing plans and financial targets.

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