
GIA announces the release of a comprehensive global report on Liver Cancer Drugs markets. The world market for liver cancer drugs is projected to exceed $2 billion by the year 2015. Liver cancer therapy represents one of the most underserved therapeutic areas with high unmet medical needs. Traditional therapeutic options have been constrained with lower response rates or lower eligible patient population. Targeted therapies possess significant opportunities in capitalizing on the unmet medical needs in the liver cancer market.

San Jose, CA (PRWEB) March 24, 2010 -- Liver cancer represents the fifth most commonly occurring cancer and the third leading cause of deaths related to cancer in the world. Each year, close to 600,000 people are newly diagnosed with primary liver cancer, also known as Hepatocellular carcinoma. Liver cancer drugs market is expected to become an active ground for competition in the future. With just one approved drug in the market and several more in pipeline, and the fact that incidence and mortality from the disease continues to rise worldwide, several new-targeted therapies are expected to enter the fray in the following years. Targeted cancer therapies use drugs to stop the growth of cancer cells by interrupting certain molecules called molecular targets, thereby preventing the progression and growth of cancer cells. The treatment, also referred to as 'molecular targeted therapies', focuses on cellular and molecular changes pertaining specifically to cancer, and is thereby, more effective as compared to other treatment for cancer, including radiotherapy and chemotherapy.

Nexavar (Sorafenib) is a multikinase inhibitor drug developed by Bayer HealthCare and Onyx Pharmaceuticals and is the only approved targeted therapy for liver cancer, as stated by the new market research report on Liver Cancer Drugs. However, only a few drugs, including one or more of ThermoDox, Sutent, Avastin, Tarceva are expected to enter the market in the foreseeable future, while the long-term potential market growth appears robust with the entry of additional drugs. ThermoDox, a novel combination therapy of liposomal encapsulation of doxorubicin and Radiofrequency Ablation (RFA) is expected to debut in 2011.


The report titled "Liver Cancer Drugs: A Global Strategic Business Report" announced by Global Industry Analysts Inc., provides a comprehensive review of the liver cancer drugs, including approved drugs such as Nexavar, expected launches in the near future including ThermoDox, pipeline drugs, profile of the liver cancer disease, treatment options available including surgery, chemotherapy, radiation therapy, information on Nexavar's approvals in different regions, product approvals, recent industry activity, and key players. The study analyzes market data and analytics in terms of dollar revenues for global market. Analysis includes market performance of Nexavar, and also the forecasted sales of ThermoDox, following its entry in the year 2011.

For more details about this comprehensive market research report, please visit - http://www.strategyr.com/Liver_Cancer_Drugs_Market_Report.asp

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