

IBA ANNUAL MEETING

PHARMACEUTICAL MARKETS FOR THE 1990S

SAN FRANCISCO—The Industrial Biotechnology Association's fifth annual meeting here, "Today's Promises, Tomorrow's Products," yielded some unusually definite predictions for evolving markets in the pharmaceutical sector.

Henry Weinert, president of Boston Biomedical Consultants (Walham, MA), offered detailed projections of biotech's still relatively modest role in 1990's \$74-billion therapeutic-and-diagnostic market. By then, biotechnology will contribute just over 5 percent of total sales, Weinert predicted—even though total biotechnology-based revenues should grow from 1985's paltry \$65 million to almost \$4.26 billion.

In the course of this development, Weinert forecast, the "biotechnology industry" will cease to exist as a separate entity, while biotechnology will become an integral part of medicine, chemicals, and agriculture. "Failures" will go disguised as mergers, while the revitalized capital market of the year just past has enabled companies to raise an additional \$700 million or

BIOTECHNOLOGY PRODUCT SALES IN 1990 (in millions of dollars)			
THERAPEUTICS		\$2,945	
(of a \$65-billion market)			
Anti-cancer		1,300	
Interleukins		500	
Interferons		475	
Tumor necrosis factor		150	
Colony stimulating factor		150	
B-cell growth factor		25	
Blood proteins		930	
t-PA		500	
Superoxide dismutase		300	
Erythropoietin		130	
Hormones		480	
Growth factors		200	
Human insulin		125	
			Factor VIII 100
			Human growth hormone 55
			Vaccines 235
			Hepatitis B 100
			AIDS 75
			Herpes 60
			DIAGNOSTICS
			IN VITRO 1,314
			(of a \$8.9-billion market)
			Nucleic acid probe 157
			Infectious disease 134
			Genetic screening 23
			Monoclonal antibody 1,157

Source: Boston Biomedical Consultants

or, ensuring the continued survival of what Weinert called the field's major players.

While the current product successes involve such obvious targets as hormone replacements and immune cas-

cade regulators, the products of 1990 will be the results of much more delicate and "exquisite" strategic calculation, Weinert warned...and those calculations must be made now.

—Douglas McCormick

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