State of the Biopharmaceutical Industry 2016

Find out what your industry peers are experiencing in the Biopharmaceutical industry, their views on key issues shaping the sector, and what topics are of most importance to their business.
EXECUTIVE SUMMARY

An overview of the state of the industry and online trends among biopharmaceutical industry professionals

In May 2016, BioPharma-Reporter conducted its inaugural ‘state of the industry’ survey. The key objective of the poll was to gauge views about the current state of the biopharmaceutical development and manufacturing industry, its online trends and the issues causing most concern.

BioPharma-Reporter collated over 280 survey responses from biopharmaceutical industry professionals who form an integral part of the brand’s global readership.

STATE OF THE BIOPHARMACEUTICAL INDUSTRY: KEY FINDINGS

The topics covered in the survey included acquisitions and employment, product development, disposable technologies, biomanufacturing capacity and key growth drivers & markets.

- Sixty-four percent of our survey participants said their company is planning more capital investment this year versus last year
- More than half (62%) of respondents are planning to invest more in new product development (NPD)
- The vast majority (70%) agreed that disposable technologies have become the standard in the bioprocessing industry
- Continuous technologies, disposable technologies and testing & assays were the top three areas in which respondents think innovation is needed
- More than half (55%) believe that there is not enough biomanufacturing capacity
- Thirty-seven percent say the industry is currently over reliant on third party manufacturers
- Biosimilars was considered as the top key growth driver for firms over the coming year
- Survey participants were asked to select the top three regions they believe are the most important markets in Biopharmaceuticals/Biomanufacturing today. Results revealed North America, Western Europe and China at the top of the poll with Russia & CIS and Africa towards the bottom
- Regarding the most important growth markets in Biopharmaceuticals/Biomanufacturing, China takes the top spot (61%), followed by India (50%) and North America (43%) respectively

Please note: all survey percentages have been rounded to the nearest whole number
ACQUISITIONS AND EMPLOYMENT

Sixty-four percent of respondents said their company is planning more capital investment this year versus last year while 60% said that they would be taking on more staff in 2016.

Fifty-three percent also stated that their company currently has vacancies in key roles.
PRODUCT DEVELOPMENT

More than half (62%) are planning to invest more in new product development this year and 49% agreed that their customers seem to be more focused on pricing rather than ground-breaking NPD.
DISPOSABLE TECHNOLOGIES

The majority of respondents (70%) agreed that disposable technologies have become the standard in the bioprocessing industry.

Over half (55%) believe that the lack of competition is keeping prices of disposable equipment artificially high while 61% think that the disposable technology market is controlled by a handful of suppliers.
WHERE DO YOU THINK INNOVATION IS NEEDED IN THE BIOMANUFACTURING TECHNOLOGY SECTOR?

Continuous technologies, disposable technologies and testing & assays were the top three areas in which respondents think innovation is needed.

Stainless systems were ranked at the bottom of the list receiving only 7% of all votes.
BIOMANUFACTURING CAPACITY

When asked for opinions on biomanufacturing capacity, more than half (55%) of our survey respondents think there is not enough while only 9% believe there is too much.

THIRD PARTY MANUFACTURERS

Readers were also asked for their opinion on the industry’s reliance on third-party manufacturers. Thirty-seven percent say the industry is currently over reliant whereas 38% remain neutral.
WHICH OF THESE DO YOU CONSIDER TO BE KEY GROWTH DRIVERS FOR YOUR FIRM OVER THE NEXT YEAR?

Biosimilars was considered as the top key growth driver for firms over the coming year. Emerging markets was voted in at number two whilst Regulatory developments came in at a close third with 34% of the votes.
WHERE ARE THE MOST IMPORTANT MARKETS FOR BIOPHARMACEUTICALS/BIOMANUFACTURING TODAY?

Survey participants were asked to select the top three regions they believe are the most important markets in Biopharmaceuticals/Biomanufacturing today. Results revealed North America, Western Europe and China at the top of the poll with Russia & CIS and Africa towards the bottom.
WHERE ARE THE MOST IMPORTANT GROWTH MARKETS FOR BIOPHARMACEUTICALS/BIOMANUFACTURING?

This time, readers were asked to select the top three regions they believe are the most important growth markets in Biopharmaceuticals/Biomanufacturing. China takes the top spot (61%), followed by India (50%) and North America (43%) respectively.
ONLINE TRENDS AMONG BIOPHARMACEUTICAL INDUSTRY PROFESSIONALS

- The three most important topics of interest amongst biopharmaceutical professionals were biosimilars, big biopharma and market trends

- The majority of respondents (36%) said they visit approximately 5-10 work-related websites in a given week whilst 23% say they visit more than 10 websites per week

- Approximately one third of biopharmaceutical industry professionals (32%) visit BioPharma-Reporter.com approximately 3-4 times per week, with 4% visiting more than 10 times per week

- Results revealed that our respondents often use the Internet to read up on news and trends (82%). Sixty-three percent use it for competitive intelligence and comparative work while 62% use the Internet to find products, equipment and/or suppliers

- More than half of our survey respondents (64%) use the Internet to promote their own business

- Search engines were found as the most valuable resource when conducting research for work-related information. On the other end of the scale, networking sites such as Facebook and Twitter as well as blogs were seen as least useful

- A vast majority (77%) said they have downloaded information as a result of visiting a website for work purposes. Seventy-three percent stated they have downloaded a white paper whilst 60% have directly contacted a supplier.

- Over half (57%) of our readers have visited the advertiser’s website after seeing an advertisement online and 44% said they have forwarded the advertiser’s website on to a colleague

- BioPharma-Reporter.com was voted as the top source of information for industry news against a list of competitors
TOP THREE AREAS OF INTEREST AMONGST BIOPHARMACEUTICAL PROFESSIONALS

As well as being considered as the key driver for growth, the survey also revealed biosimilars as the top area of interest amongst biopharmaceutical professionals. This was closely followed by big biopharma (47%) and market trends (46%).
OTHER AREAS OF INTEREST AMONGST BIOPHARMACEUTICAL PROFESSIONALS

Other areas of interest also included Single Use technologies, Contract Manufacturing as well as Legal and regulatory. On the opposite end of the scale, Expression Platforms wasn’t considered by many as a particularly appealing topic.
HOW MANY DIFFERENT WORK-RELATED WEBSITES DO YOU GENERALLY VISIT IN A WEEK?

The majority of respondents said they visit approximately 5-10 work-related websites in a given week whilst 23% say they visit more than 10 websites per week.
HOW OFTEN DO YOU VISIT BIOPHARMA-REPORTER.COM PER WEEK?

Approximately one third of biopharmaceutical industry professionals (32%) visit BioPharma-Reporter.com approximately 3-4 times per week, with another 13% visiting between 5-10 times and 4% visiting more than 10 times per week.
WHICH OF THE FOLLOWING HAVE YOU USED THE INTERNET FOR YOUR WORK PURPOSES?

Results revealed that our respondents often use the Internet to read up on news and trends (82%). Sixty-three percent use it for competitive intelligence and comparative work while 62% use the Internet to find products, equipment and/or suppliers.
More than half of our survey respondents (64%) use the Internet to promote their own business.
Search engines were found as the most valuable resource when conducting research for work-related information. The following sources also came in at a close second: word of mouth, BioPharma-Reporter, industry events and industry trade publications (websites).
A vast majority (77%) said they have downloaded information as a result of visiting a website for work purposes. Seventy-three percent stated they have downloaded a white paper whilst 60% have directly contacted a supplier.
AS A RESULT OF SEEING AN ADVERTISEMENT ONLINE, HAVE YOU TAKEN ANY OF THESE ACTIONS?

Over half (57%) of our readers have visited the advertiser’s website after seeing an advertisement online. Forty-four percent have forwarded the advertiser’s website to a colleague but in contrast, only 14% said they have called the advertiser as a result.
WHICH ONLINE PUBLICATION ARE YOU RANKING AS THE MOST USEFUL?

A clear majority of our respondents (45%) ranked BioPharma-Reporter as the most useful online publication for biopharmaceutical news, surpassing competitor publications by a considerable distance.
ABOUT BIOPHARMA-REPORTER
Breaking News on Biopharmaceutical Development & Manufacturing

BioPharma-Reporter.com is used by biopharmaceutical professionals around the globe to stay in touch with the latest new views and issues impacting the fast moving global biomanufacturing sector.

The editorial team is dedicated to bringing you the news that matters. We find the facts behind the spin, ask the difficult questions and report developments in the clear, concise and unbiased manner to help you make business decisions that matter. Our commitment to covering every quarter of this market is second to none and our traffic figures clearly demonstrate our strength.

E-Newsletter readers*  
12,386

Average Users**  
26,025

Average Pageviews**  
55,243

*E-Newsletter readers in May 2016
**Average monthly traffic figures for Feb – Apr 2016

BioPharma-Reporter’s prime objective is to deliver global content to the right people wherever in the world in which they are operating.

BioPharma-Reporter readers by region (Feb – Apr 2016)
HERE IS WHAT OUR READERS THINK!

“A succinct, informative source that I can review quickly each morning.”
- PHARMACOVIGILANCE MANAGER, UNITED STATES OF AMERICA

“They [BioPharma-Reporter] are accurate and prompt in their reporting of all technological and business updates.”
- CHIEF SCIENTIST, UNITED KINGDOM

“It’s a good insight into overall industry trends and developments”
- PLANT DIRECTOR, INDIA

“I find Mr. Stanton’s articles noteworthy and have a certain amount of trust in their works.”
- REGIONAL MANAGER, REPUBLIC OF KOREA

“Very useful information resource for my job.”
- BIOPROCESS SPECIALIST, CHINA

“Good information on the latest trends in biopharma sector.”
- MANAGER-BIOLOGICS, INDIA

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