

## Immune thrombocytopenia market will see minimal growth to \$985 million by 2025

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### GlobalData»

The immune thrombocytopenia (ITP) market across the seven major countries of the US, France, Germany, Japan, UK, Italy and Spain is projected to grow from \$985 million in 2017 to \$1,015 million by 2025, according to a new report from GlobalData.

The company's [latest report](#) states that the ITP space will see reasonable growth at the beginning of the decade, with the market value increasing from \$985 million in 2017 to \$1,015 million by 2025.

From 2023, however, market value will start declining due to the patent expiration and subsequent generic entry of the leading drug, Avatrombopag.

Fenix Leung, DPhil, Healthcare Analyst for GlobalData, explains: "Companies are looking into drugs with a stronger pipeline, and the ITP market has a weak pipeline. Since the approval of Nplate and Avatrombopag, the market has been dominated by these two drugs."

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Avatrombopag has encountered difficulties in clinical trial participant recruitment, and GlobalData believes this will impact its market value. Leung concludes: "Despite the harsh market environment, GlobalData sees ample opportunity for pharmaceutical companies to develop new drugs for ITP."

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"Ultimately, the ITP market is looking for curative therapies that offer long-term remission for patients, and GlobalData expects to see a number of new drugs entering the market in the coming years."