

Etrolizumab's novelty wears off



[Joanne Fagg](#)

Roche's gut disease project etrolizumab [provided a mixed bag of results this week](#), and chances of taking on Takeda's Entyvio now look dead in the water. While details were scarce Roche said etrolizumab had beaten placebo in just two of three induction studies in ulcerative colitis, and failed in both maintenance trials. Beating placebo should have been the easy task, since several studies also pit it against anti-TNFs. Dominance over these now looks unlikely. Targeting beta-7 integrin is not new; Takeda's Entyvio has been on the market since 2014, but Roche's asset differs in that it targets a second integrin. Before the ulcerative colitis data analysts had pencilled in 2026 sales forecasts of \$756m for etrolizumab, according to *EvaluatePharma* consensus, which will surely now be downgraded. Etrolizumab is also being tested in Crohn's disease, but proving its worth now seems a lot harder.

Newer mechanisms are set to dominate the ulcerative colitis market by 2026

Product	Company	Mechanism of Action	2020e (\$m)	2026e (\$m)	Indication status
Rinvoq	Abbvie	Jak1 inhibitor	-	1,686	Phase III
Stelara	Johnson & Johnson	IL-12 and IL-23 antibody	298	1,314	Marketed
Entyvio	Takeda	Alpha-4 beta-7 integrin antibody	1,982	1,178	Marketed (SC version filed)
Zeposia	Bristol Myers Squibb	S1P receptor 1 regulator; S1P receptor 5 regulator	-	816	Phase III
Etrolizumab	Roche	Alpha-4 beta-7 integrin antibody; alpha-E beta-7 integrin antibody	-	756*	Phase III

*Forecast before phase III data. Source: *EvaluatePharma*.

Phase III studies of etrolizumab

Trial name	Details	Primary endpoint	Endpoint met?
<i>Ulcerative colitis</i>			
Hibiscus I	TNF-naive, induction, incl Humira arm	Induction of remission vs placebo at wk 10	Yes
Hibiscus II	TNF-naive, induction, incl Humira arm	Induction of remission vs placebo at wk 10	No
Laurel	TNF-naive, maintenance, vs placebo	Remission at wk 62	No
Hickory	Prior TNF failure, induction and maintenance, vs placebo	Induction: remission at wk 14 Maintenance: remission at wk 66	Induction: Yes Maintenance: No
Gardenia	TNF-naive, sustained remission, vs Remicade	Clinical response at wk 10 and remission at wk 54	Primary completion was Apr
Cottonwood	Open-label extension	Long-term efficacy, adverse events	Data Aug 2025
<i>Crohn's disease</i>			
Bergamot	Induction and maintenance	Induction: remission, endoscopic improvement at wk 14 Maintenance: remission, endoscopic improvement at wk 66	Jun 2021
Juniper	Open-label extension	Safety	Oct 2025
<i>Source: clinicaltrials.gov & Jefferies.</i>			

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