HOW BIG ARE PHARMA'S GOLDEN EGGS?

Pharma industry sales are heavily reliant on a relatively small number of relatively costly drugs. But what are its biggest golden eggs, how reliant are companies on those products, and how has the situation evolved over time?

HOW IMPORTANT ARE THE TOP SELLING DRUGS?

In 2018, the top 180 companies in pharma (representing > 95% of all drug sales) generated \$829bn in pharma sales. Of these sales:

TOP 10

Scrip >>

Informa Pharma Intelligence

10 drugs sold by 16 companies

17% \$142.598bn 11% of pharma sales

\$87,154bn



TOP 50

PHARMA SALES \$829bn

TOP 10 DRUGS IN 2018 - AND TOP 10 DRUGS A DECADE AGO, SALES (\$M)

TOP 20

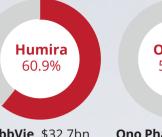
	2018		RANK	2009		
	20,473	Humira	1	Lipitor	12,653	
	9,685	Revlimid	2	Plavix	9,804	
	7,570	Opdivo	3	Advair Diskus	7,877	
	7,453	Enbrel	4	Remicade	7,103	
	7,263	Eylea	5	Enbrel	6,691	
	7,171	Keytruda	6	Abilify	6,392	
	7,138	Herceptin	7	Diovan/ Diovan HCT	6,112	
	7,002	Avastin	8	Avastin	5,747	
16 Drugs had sales of >\$5bn in 2018	6,903	Rituxan	9	Rituxan	5,622	11 Drugs had sales of >\$5bn in 2009
	6,496	Xarelto	10	Humira	5,565	

COMPANIES WHOSE REVENUES DEPENDED MOST ON TOP 10 GOLDEN EGGS IN 2018:





BMS, \$21.6bn







Roche, \$44.8bn



Bayer, \$18.8bn



Amgen, \$22.5bn

Keytruda 19.0%

KEY Company Name, Total Pharma Sales

Percentage figure = product's contribution Merck & Co., \$37.7bn to total pharma sales

TOP DRUGS THIS CENTURY: HOW HUMIRA STACKS UP AGAINST LIPITOR

abbyie

HUMIRA Top selling drug 2012-2018

SALES \$20.5bn (2018) PEAK \$12.9bn (2006)

LIPITOR

Top selling drug 2001-2011







BIOLOGIC







2018 SALES FOR COMPARISON...





\$20.5bn



\$25.5bn1



\$31.9bn²

Coca Cola



Sources: ¹Philip Morris cigarettes and other combustibles, PMI corporate website; ²Coca-Cola company global revenues, Coca-Cola corporate website; 3Apple iPhone, Apple corporate website.

Drug and pharma sales figures sourced from Medtrack and pharmaceutical company corporate websites and SEC filings.

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