

# **Top Five Global Generic Drug Companies Performance, Strategies, and Competitive Analysis, March 2013**

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## **Abstracts**

According to this report, Top companies are making strategic acquisitions to expand their global footprint, together with taking advantage of established business and expertise gained through the acquired company. The global generic drugs industry experienced average growth over the last five years and is expected to reach approximately US \$335.8 billion in 2017.

Top companies are making strategic acquisitions to expand their global footprint, together with taking advantage of established business and expertise gained through the acquired company. The global generic drugs industry experienced average growth over the last five years and is expected to reach approximately US \$335.8 billion in 2017.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global generic drugs companies and presents its findings in Top Five Global Generic Drug Companies Performance, Strategies, and Competitive Analysis. The report provides detailed insight into the performance of the top five generic drug companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The fragmented generic drugs industry includes producers of medications whose patent or marketing rights have expired. The industry includes drugs from all therapeutic areas: central nervous system, cardiovascular drugs, oncology drugs, and others. A combination of factors such as technology innovations, patent expiration, aging

population, and changing lifestyles substantially affect market dynamics. In this study, Lucintel profiles the following five companies with detailed competitive assessments:

Abbott Laboratories

Novartis AG

Mylan Inc.

Teva Pharmaceuticals Ind. Ltd.

Watson Pharmaceuticals Inc

As indicated in Lucintel's study, the Asia Pacific (APAC) region holds good growth potential. India is expected to play an increasing role in the global economy as demand from a growing population continues to drive consumption for generic drugs. Major pharmaceuticals companies are planning to invest in the Asian markets to gain the market share for generic drugs.

This study provides industry leaders with a competitive benchmarking of the world's top five generic drug companies. The study provides up-to-date information on the market share, profit margins, capabilities, and business strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in the global generic drugs companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's generic drugs companies, we have thoroughly profiled the following five companies with detailed competitive assessments:

Abbott Laboratories

Novartis AG

Mylan Inc.

Teva Pharmaceuticals Ind. Ltd.

Watson Pharmaceuticals Inc

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with generic drugs companies industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global generic drugs companies

Regional analysis: global generic drugs companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market

strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 108 valuable figures/charts and 45 tables are provided in this report

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET DEFINITION AND SCOPE**

### **3. MARKET OPPORTUNITY**

### **4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)**

Company Profile on Following Parameters

Company Overview

Benchmarking (Financial & Market)

SWOT Analysis

Product Positioning

Marketing Strategy and Tactics

Corporate Strategy

### **5. COMPANY PROFILE ON ABBOTT LABORATORIES**

### **6. COMPANY PROFILE ON NOVARTIS AG**

### **7. COMPANY PROFILE ON MYLAN INC.**

### **8. COMPANY PROFILE ON TEVA PHARMACEUTICALS IND. LTD.**

### **9. COMPANY PROFILE ON WATSON PHARMACEUTICALS INC**

## List Of Figures

### LIST OF FIGURES

#### CHAPTER 3. MARKET OPPORTUNITY

- Figure 3.1: Supply chain for generic drugs market
- Figure 3.2: Global generic drugs industry annual trend 2006-2011 (US \$B)
- Figure 3.3: Global generic drugs industry regional trend 2006-2011 (US \$B)
- Figure 3.4: Global generic drugs industry regional trend 2006-2011 (%)
- Figure 3.5: Global generic drugs industry opportunity by region

#### CHAPTER 4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

- Figure 4.1: Top five generic drugs companies - financial benchmarking
- Figure 4.2: Global top five generic drugs companies gross profit and net profit analysis - 2011
- Figure 4.3: Financial analysis - growth leadership quadrant (2011)
- Figure 4.4: Market share of top players 2006
- Figure 4.5: Market share of top players 2011
- Figure 4.6: 2006 Market share analysis
- Figure 4.7: 2011 Market share analysis
- Figure 4.8: Global market share analysis 2011
- Figure 4.9: Global market fragmentation 2011
- Figure 4.10: Market value North America (US \$B)
- Figure 4.11: Market value Europe (US \$B)
- Figure 4.12: Market value Asia Pacific (US \$B)
- Figure 4.13: Market value ROW (US \$B)
- Figure 4.14: Regional revenue evaluation 2011 (US \$M)
- Figure 4.15: Regional revenue evaluation 2011 (%)
- Figure 4.16: North American revenue trend for top players 2007-2011 (US \$B)
- Figure 4.17: Europe revenue trend for top players 2007-2011 (US \$B)
- Figure 4.18: Asia Pacific revenue trend for top players 2007-2011 (US \$B)
- Figure 4.19: Row revenue trend for top players 2007-2011 (US \$B)
- Figure 4.20: Lucintel triad - top five major players

#### CHAPTER 5. COMPANY PROFILE OF ABBOTT LABORATORIES

- Figure 5.1: Abbott Laboratories revenue by business structure 2011

Figure 5.2: Lucintel Triad - Abbott Laboratories

Figure 5.3: Financial benchmarking Abbott Laboratories against top three and top five industry players average

Figure 5.4: Financial benchmarking of Abbott Laboratories against Top Five best

Figure 5.5: Global industry revenue trend Vs Abbott Laboratories (2007-2011) in US \$B

Figure 5.6: Global market share trend for Abbott Laboratories (2007-2011) in (%)

Figure 5.7: North American industry revenue trend Vs Abbott Laboratories 2007-2011 in (US \$B)

Figure 5.8: European industry revenue trend Vs Abbott Laboratories 2007-2011 in (US \$B)

Figure 5.9: APAC industry revenue trend Vs Abbott Laboratories 2007-2011 in (US \$B)

Figure 5.10: ROW industry revenue trend Vs Abbott Laboratories 2007-2011 in (US \$B)

Figure 5.11: North American market share trend Vs Abbott Laboratories 2007-2011 in (%)

Figure 5.12: European market share trend Vs Abbott Laboratories 2007-2011 in (%)

Figure 5.13: APAC market share trend Vs Abbott Laboratories 2007-2011 in (%)

Figure 5.14: ROW market share trend Vs Abbott Laboratories 2007-2011 in (%)

Figure 5.15: Abbott Laboratories trend in R&D expenses 2007-2011 in US \$B

Figure 5.16: Abbott Laboratories trend in R&D expenses percentage of total revenue

Figure 5.17: Comparison of Abbott Laboratories SE R&D expenditure Vs top three & top five players average 2011

Figure 5.18: Abbott Laboratories productivity 2007-2011 (US \$M)

Figure 5.19: Abbott Laboratories fixed asset value 2007-2011 (US \$M)

Figure 5.20: Strategic execution

## **CHAPTER 6. COMPANY PROFILE OF NOVARTIS AG**

Figure 6.1: Novartis AG revenue by business structure 2011

Figure 6.2: Lucintel triad - Novartis AG

Figure 6.3: Financial benchmarking of Novartis AG against top three and top five industry players average

Figure 6.4: Financial benchmarking of Novartis AG against Top five best

Figure 6.5: Global industry revenue trend Vs Novartis AG (2007-2011) in (US \$B)

Figure 6.6: Global market share trend for Novartis AG (2007-2011) in (%)

Figure 6.7: North American industry revenue trend Vs. Novartis AG 2007-2011 in (US \$B)

Figure 6.8: European industry revenue trend Vs Novartis AG 2007-2011 in (US \$B)

Figure 6.9: APAC industry revenue trend Vs Novartis AG 2007-2011 in (US \$B)

Figure 6.10: ROW industry revenue trend Vs Novartis AG 2007-2011 in (US \$B)

- Figure 6.11: North American market share trend Vs Novartis AG 2007-2011 in (%)
- Figure 6.12: European market share trend Vs Novartis AG 2007-2011 in (%)
- Figure 6.13: APAC market share trend Vs Novartis AG 2007-2011 in (%)
- Figure 6.14: ROW market share trend Vs Novartis AG 2007-2011 in (%)
- Figure 6.15: Novartis AG trend in R&D expenses 2007-2011 in US \$M
- Figure 6.16: Novartis AG trend in R&D expenses Percentage of total revenue
- Figure 6.17: Comparison of Novartis AG SE R&D expenditure Vs top three & top five players average 2011
- Figure 6.18: Novartis AG productivity 2007-2011 in (US \$M)
- Figure 6.19: Novartis AG fixed asset value 2007-2011 in (US \$M)
- Figure 6.20: Strategic execution

## **CHAPTER 7. COMPANY PROFILE OF MYLAN INC.**

- Figure 7.1: Mylan Inc. revenue by business structure 2011
- Figure 7.2: Lucintel triad - Mylan Inc.
- Figure 7.3: Financial benchmarking of Mylan Inc. against top three and top five industry players average
- Figure 7.4: Financial benchmarking of Mylan Inc. against Top five best
- Figure 7.5: Global industry revenue trend Vs Mylan Inc. (2007-2011) in (US \$B)
- Figure 7.6: Global market share trend for Mylan Inc. (2007-2011) in (%)
- Figure 7.7: North American industry revenue trend Vs Mylan Inc. (2007-2011) in (US \$B)
- Figure 7.8: European industry revenue trend Vs Mylan Inc. (2007-2011) in (US \$B)
- Figure 7.9: APAC industry revenue trend Vs Mylan Inc. (2007-2011) in (US \$B)
- Figure 7.10: ROW industry revenue trend Vs Mylan Inc. (2007-2011) in (US \$B)
- Figure 7.11: North American market share trend Vs Mylan Inc. (2007-2011) in (%)
- Figure 7.12: European market share trend Vs Mylan Inc. I (2007-2011) in (%)
- Figure 7.13: APAC market share trend Vs Mylan Inc. (2007-2011) in (%)
- Figure 7.14: ROW market share trend Vs Mylan Inc. (2007-2011) in (%)
- Figure 7.15: Mylan Inc. trend in R&D expenses 2007-2011 in US \$M
- Figure 7.16: Mylan Inc. trend in R&D expenses Percentage of total revenue
- Figure 7.17: Comparison of Mylan Inc. R&D expenditure Vs top three & top five players average 2011
- Figure 7.18: Mylan Inc. productivity 2007-2011 in (US \$M)
- Figure 7.19: Mylan Inc. fixed asset value 2007-2011 in (US \$M)
- Figure 7.20: Strategic execution

## **CHAPTER 8. COMPANY PROFILE OF TEVA PHARMACEUTICALS IND. LTD**



Figure 8.1: Teva Pharmaceuticals Ind. Ltd revenue by business structure 2011

Figure 8.2: Lucintel triad - Teva Pharmaceuticals Ind. Ltd

Figure 8.3: Financial benchmarking of Teva Pharmaceuticals Ind. Ltd against top three and top five industry players average

Figure 8.4: Financial benchmarking of Teva Pharmaceuticals Ind. Ltd against Top five best

Figure 8.5: Global industry revenue trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (US \$B)

Figure 8.6: Global market share trend for Teva Pharmaceuticals Ind. Ltd (2007-2011) in (%)

Figure 8.7: North American industry revenue trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (US \$B)

Figure 8.8: European industry revenue trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (US \$B)

Figure 8.9: APAC industry revenue trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (US \$B)

Figure 8.10: ROW industry revenue trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (US \$B)

Figure 8.11: North American market share trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (%)

Figure 8.12: European market share trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (%)

Figure 8.13: APAC market share trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (%)

Figure 8.14: ROW market share trend Vs Teva Pharmaceuticals Ind. Ltd (2007-2011) in (%)

Figure 8.15: Teva Pharmaceuticals Ind. Ltd trend in R&D expenses 2007-2011 in US \$B

Figure 8.16: Teva Pharmaceuticals Ind. Ltd trend in R&D expenses percentage of total revenue

Figure 8.17: Comparison of Teva Pharmaceuticals Ind. Ltd R&D expenditure Vs top three & top five players average 2011

Figure 8.18: Teva Pharmaceuticals Ind. Ltd productivity 2007-2011 in (US \$M)

Figure 8.19: Teva Pharmaceuticals Ind. Ltd fixed asset value 2007-2011 in (US \$M)

Figure 8.20: Strategic execution

## **CHAPTER 9. COMPANY PROFILE OF WATSON PHARMACEUTICALS INC**

- Figure 9.1: Watson Pharmaceuticals Inc revenue by business structure 2011
- Figure 9.2: Lucintel triad - Watson Pharmaceuticals Inc
- Figure 9.3: Financial benchmarking of Watson Pharmaceuticals Inc against top three and top five industry players average
- Figure 9.4: Financial benchmarking of Watson Pharmaceuticals Inc against Top five best
- Figure 9.5: Global industry revenue trend Vs Watson Pharmaceuticals Inc (2007-2011) in (US \$B)
- Figure 9.6: Global market share trend for Watson Pharmaceuticals Inc (2007-2011) in (%)
- Figure 9.7: North American industry revenue trend Vs Watson Pharmaceuticals Inc (2007-2011) in (US \$B)
- Figure 9.8: European industry revenue trend Vs Watson Pharmaceuticals Inc (2007-2011) in (US \$B)
- Figure 9.9: APAC industry revenue trend Vs Watson Pharmaceuticals Inc (2007-2011) in (US \$B)
- Figure 9.10: ROW industry revenue trend Vs Watson Pharmaceuticals Inc (2007-2011) in (US \$B)
- Figure 9.11: North American market share trend Vs Watson Pharmaceuticals Inc (2007-2011) in (%)
- Figure 9.12: European market share trend Vs Watson Pharmaceuticals Inc (2007-2011) in (%)
- Figure 9.13: APAC market share trend Vs Watson Pharmaceuticals Inc (2007-2011) in (%)
- Figure 9.14: ROW market share trend Vs Watson Pharmaceuticals Inc (2007-2011) in (%)
- Figure 9.15: Watson Pharmaceuticals Inc trend in R&D expenses 2007-2011 in US \$B
- Figure 9.16: Watson Pharmaceuticals Inc trend in R&D expenses percentage of total revenue
- Figure 9.17: Comparison of Watson Pharmaceuticals Inc R&D expenditure Vs top three & top five players average 2011
- Figure 9.18: Watson Pharmaceuticals Inc productivity 2007-2011 in (US \$M)
- Figure 9.19: Watson Pharmaceuticals Inc fixed asset value 2007-2011 in (US \$M)
- Figure 9.20: Strategic execution

## List Of Tables

### LIST OF TABLES

#### CHAPTER 3. MARKET OPPORTUNITY

Table 3.1: Industry parameters of global generic drugs industry

Table 3.2: Relative market attractiveness by region

Table 3.3: Regional revenue growth rate

#### CHAPTER 4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Table 4.1: Financial benchmarking of top five global generic drugs companies

Table 4.2: Key financial parameters for top five generic drugs companies

Table 4.3: Regional revenue (US \$M)

Table 4.4: Regional revenue (%)

Table 4.5: Competitors based on markets served

Table 4.6: Lucintel triad - Top five major players

#### CHAPTER 5. COMPANY PROFILE OF ABBOTT LABORATORIES

Table 5.1: Market served: Abbott Laboratories

Table 5.2: Lucintel triad - Abbott Laboratories

Table 5.3: Financial Benchmarking of Abbott Laboratories against best and against Top three and Top five industry players average

Table 5.4: Strategic execution - product positioning by segment

Table 5.5: Strategic execution - perceived customer value / quality

Table 5.6: Strategic execution - promotion / communications

Table 5.7: Strategic execution - product distribution by region

#### CHAPTER 6. COMPANY PROFILE OF NOVARTIS AG

Table 6.1: Market served - Novartis AG

Table 6.2: Lucintel triad - Novartis AG

Table 6.3: Financial benchmarking of Novartis AG against best and against Top three and Top five industry players average

Table 6.4: Strategic execution - product positioning by segment

Table 6.5: Strategic execution - perceived customer value / quality

Table 6.6: Strategic execution - promotion / communications

Table 6.7: Strategic execution - product distribution by region

## **CHAPTER 7. COMPANY PROFILE OF MYLAN INC.**

Table 7.1: Market served - Mylan Inc.

Table 7.2: Lucintel triad - Mylan Inc.

Table 7.3: Financial benchmarking of Mylan Inc. against best and against Top three and Top five industry players average

Table 7.4: Strategic execution - product positioning by segment

Table 7.5: Strategic execution - perceived customer value / quality

Table 7.6: Strategic execution - promotion / communications

Table 7.7: Strategic execution - product distribution by region

## **CHAPTER 8. COMPANY PROFILE OF TEVA PHARMACEUTICALS IND. LTD**

Table 8.1: Market served - Teva Pharmaceuticals Ind. Ltd

Table 8.2: Lucintel triad - Teva Pharmaceuticals Ind. Ltd

Table 8.3: Financial Benchmarking of Teva Pharmaceuticals Ind. Ltd against best and against Top three and top five industry players average

Table 8.4: Strategic execution - product positioning by segment

Table 8.5: Strategic execution - perceived customer value / quality

Table 8.6: Strategic execution - promotion / communications

Table 8.7: Strategic execution - product distribution by region

## **CHAPTER 9. COMPANY PROFILE OF WATSON PHARMACEUTICALS INC**

Table 9.1: Markets Served - Watson Pharmaceuticals Inc

Table 9.2: Lucintel triad - Watson Pharmaceuticals Inc

Table 9.3: Financial Benchmarking of Watson Pharmaceuticals Inc against best and against Top three and top five industry players average

Table 9.4: Strategic execution - product positioning by segment

Table 9.5: Strategic execution - perceived customer value / quality

Table 9.6: Strategic execution - promotion / communications

Table 9.7: Strategic execution - product distribution by region

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