

Top Five Global Pharmaceutical Companies: Performance, Strategies and Competitive Analysis, December 2012

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Abstracts

The global pharmaceutical industry is expected to reach \$1,241 billion by 2016, growing at a CAGR of 5.7%. The fragmented market has observed some changes in the competitive landscape during the last five years. The top players are expanding their footprints in the emerging markets of China, India, Brazil, Latin America, and Eastern Europe. They are strengthening their technological and R&D structure by targeted merger and acquisition activities to help develop and market innovative drugs.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the global drugs industry and presents its findings in "Top Five Global Pharmaceutical Companies: Performance, Strategies and Competitive Analysis." This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and provides SWOT analysis of each.

The report indicates that increased regulation of the pharmaceutical industry is expected to increase the industry's cost structure and reduce revenue as getting drugs to market becomes a longer and more expensive process. Regulatory approval for the introduction of biogenerics/biosimilars, generic versions of biologic drugs, increases the threat of uncertainty to the pharmaceutical market.

Lucintel projects the major drivers of the industry. Growth in sectors such as health awareness among populations, R&D expenditures, sales of prescribed medicine and demand for generic medicines are expected to continue to provide huge demand for medicines. Various governments' increased spending in infectious and chronic degenerative diseases as well as anti-diabetes and cardiovascular drugs have driven

the growth in sales of the pharmaceutical industry.

The report gives an overview of the top five global pharmaceutical companies:

GlaxoSmithKline Plc

Merck & Co., Inc.

Novartis AG

Pfizer, Inc.

Sanofi-Aventis

The industry witnessed increasing awareness and affordability of patients who prefer selfdiagnosis and treatment at home.

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

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