

# European Pharmaceutical Market: Strategic Assessments of Leading Suppliers

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## Abstracts

This report provides industry executives with strategically significant competitor information and analysis of the leading players in the European pharmaceutical market.

The report provides a worldwide strategic overview of the pharmaceutical market, including:

Sales forecast for major product segments: ethical, OTC, generics.

Sales forecast for major drug categories: cardiovascular, gastrointestinal, antibiotic, CNS, respiratory, musculoskeletal, hormonal/genitourinary, dermatological, oncological, ophthalmic, and others.

In addition, the report reviews major regulatory, technological, economic, demographic, and social trends with potentially significant impact on the market during the next five years, including discussion of such key issues as pricing, industry consolidation, market globalization, growing R&D cost, generics, as well as advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics, and other technologies.

The companies analyzed in this report include Abbott, AstraZeneca, Bristol-Myers Squibb, Eli Lilly, GlaxoSmithKline, Johnson & Johnson, Merck, Novartis, Pfizer, Roche, Sanofi-Aventis and Wyeth.

The report's major objectives include:

To establish a comprehensive, factual, annually updated and cost-effective information based on performance, capabilities, goals and strategies of the leading players in the European pharmaceutical market.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-à-vis the leading competitors.

To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Contains 1,353 pages and 127 tables

## Contents

### **ABBOTT**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

### **ASTRAZENECA**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

### **BRISTOL-MYERS SQUIBB**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **ELI LILLY**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **GLAXOSMITHKLINE**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **JOHNSON & JOHNSON**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **MERCK**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **NOVARTIS**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **PFIZER**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **ROCHE**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **SANOFI-AVENTIS**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **WYETH**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

## Strategic Direction

## List Of Tables

### LIST OF TABLES

Abbott Sales and Operating Profit Growth  
Abbott Sales by Therapeutic Category/Business  
Abbott Sales Growth by Therapeutic Category/business  
Abbott Sales by Major Drug/Business  
Abbott Sales Growth by Major Drug/Business  
Abbott Sales by Major Drug/Business and Geographic Region  
Abbott Sales by Geographic Region and Country  
Abbott Sales Growth by Geographic Region and Country  
AstraZeneca Sales and Operating Profit Growth  
AstraZeneca Sales by Therapeutic Category/Business  
AstraZeneca Sales Growth by Therapeutic Category/business  
AstraZeneca Sales by Major Drug/Business  
AstraZeneca Sales Growth by Major Drug/Business  
AstraZeneca Sales by Major Drug/Business and Geographic Region  
AstraZeneca Sales by Geographic Region and Country  
AstraZeneca Sales Growth by Geographic Region and Country  
Bristol-Myers Squibb Sales and Operating Profit Growth  
Bristol-Myers Squibb Sales By Major Drug and Geographic Region  
Bristol-Myers Squibb Sales Growth by Major Drug  
Bristol-Myers Squibb Sales By Geographic Region  
Bristol-Myers Squibb Estimated Sales Growth By Geographic Region  
Historical Financials  
Bristol-Myers Squibb Sales and Operating Profit growth  
Bristol-Myers Squibb Sales by Major Division  
Bristol-Myers Squibb Sales by Major Division and Geographic Region  
Bristol-Myers Squibb Sales Growth by Major Division  
Bristol-Myers Squibb Sales by Therapeutic Category  
Bristol-Myers Squibb Sales by Therapeutic Category and Geographic Region  
Bristol-Myers Squibb Sales Growth by Therapeutic Category  
Bristol-Myers Squibb Sales by Major Drug  
Bristol-Myers Squibb Sales Growth by Major Drug  
Bristol-Myers Squibb Sales by Product Line  
Bristol-Myers Squibb Sales Growth by Product Line  
Bristol-Myers Squibb Sales by Geographic Region  
Bristol-Myers Squibb Sales Growth by Geographic Region



Bristol-Myers Squibb Other Health Care Sales by Product  
Bristol-Myers Squibb Sales Growth by Geographic Region  
Eli Lilly Sales and Operating Profit Growth  
Eli Lilly Sales by Therapeutic Category  
Eli Lilly Sales Growth by Therapeutic Category  
Eli Lilly Sales by Major Product  
Eli Lilly Sales Growth by Major Drug  
Eli Lilly Sales by Geographic Region  
Eli Lilly Sales Growth by Geographic Region  
Eli Lilly Sales and Operating Profit Growth  
GlaxoSmithKline Sales by Business Segment  
GlaxoSmithKline Sales Growth by Business Segment  
GlaxoSmithKline Operating Profit and Margins by Business Segment  
GlaxoSmithKline Operating Profit by Business Segment  
GlaxoSmithKline Sales and Operating Profit Growth  
GlaxoSmithKline Sales by Major Drug  
GlaxoSmithKline Sales by Drug and Geographic Region  
GlaxoSmithKline Sales by Therapeutic Category  
GlaxoSmithKline Sales Growth by Therapeutic Category  
GlaxoSmithKline Sales by Geographic Region and Country  
GlaxoSmithKline Sales Growth by Geographic Region  
GlaxoSmithKline Consumer Healthcare Sales by Product Line  
GlaxoSmithKline Consumer Healthcare Sales Growth By Product Line  
Johnson & Johnson Sales by Geographic Region and Country  
Johnson & Johnson Sales Growth by Geographic Region  
Johnson & Johnson Sales by Business Segment and Geographic Region  
Johnson & Johnson Sales and Operating Profit Growth  
Johnson & Johnson Sales by Major Drug  
Johnson & Johnson Pharmaceutical Sales Growth by Major Drug  
Johnson & Johnson Consumer Segment Sales by Product Line  
Johnson & Johnson Consumer Segment Sales Growth by Product Line  
Merck Sales and Operating Profit Growth  
Merck Sales by Geographic Region  
Merck Sales Growth by Geographic Region  
Merck Sales by Therapeutic Category  
Merck Sales Growth by Therapeutic Category  
Merck Sales by Major Drug  
Merck Sales Growth by Major Drug  
Merck Sales by Major Drug and Geographic Region

Novartis Sales and Operating Profit Growth  
Novartis Sales by Business Segment  
Novartis Sales Growth by Business Segment  
Novartis Operating Profit by Business Segment  
Novartis Operating Profit Growth by Business Segment  
Novartis Sales by Country  
Novartis Sales Growth by Country  
Novartis Sales by Therapeutic Category  
Novartis Sales Growth by Therapeutic Category  
Novartis Sales of Top 20 Drugs  
Novartis Sales Growth by Major Drug  
Pfizer Sales by Division  
Pfizer Sales and Operating Profit Growth  
Pfizer Sales by Therapeutic Category  
Pfizer Sales by Major Product  
Pfizer Sales Growth by Major Product  
Pfizer Sales by Geographic Region  
Pfizer Sales Growth by Geographic Region  
Roche Sales and Operating Profit Growth  
Roche Sales by Major Division  
Roche Sales Growth by Business Segment  
Roche Sales by Geographic Region  
Roche Sales Growth by Geographic Region  
Roche Sales and Operating Profit Growth  
Roche Sales by Division  
Roche Operating Profit by Division  
Roche Operating Profit Growth by Division  
Roche Sales by Therapeutic Category  
Roche Sales of Top 20 Products  
Sanofi-Aventis Sales and Operating Profit Growth  
Sanofi-Aventis Sales by Business Segment  
Sanofi-Aventis Sales Growth by Business Segment  
Sanofi-Aventis Sales of Top 15 Drugs  
Sanofi-Aventis Sales Growth of Top 15 Drugs  
Sanofi-Aventis Sales of 15 Major Drugs and Geographic Region  
Sanofi-Aventis Sales by Geographic Region  
Sanofi-Aventis Vaccine Sales by Major Product  
Wyeth Sales by Business Segment  
Wyeth Sales Growth by Business Segment

Wyeth Sales and Operating Profit Growth

Wyeth Sales by Therapeutic Category

Wyeth Sales by Major Drug

Wyeth Consumer Healthcare Sales by Product

Wyeth Consumer Healthcare Sales Growth by Product

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