

# Pharma Highlights 2001

## Leaps and Bounds

10 Fastest growing Companies  
in 2001

Based on the increase in global pharma sales  
from 2000-2001

Allergan	67%
Abbott	40%
Biogen	36%
Forest	34%
Teva	34%
Elan	33%
Genzyme	30%
Altana	30%
Eisai	23%
Purdue	20%

## 2001 Prescription Market Share:

US-based company

European-based company

Pfizer	7.2%
GSK	7.0%
Merck	5.1%
AZ	4.5%
J&J	4.4%
BMS	4.2%
Novartis	3.9%
Aventis	3.5%
Pharmacia	3.3%
Abbott	3.1%

Source: IMS HEALTH, MIDAS, 12/2001

**2001 Fastest  
Growing Product: Celexa 53%**

## Top 10 Products 2001

<b>Zocor</b> (simvastatin) cholesterol reducer, <b>Merck</b>	\$6.6 billion
<b>Lipitor</b> (atorvastatin) cholesterol reducer, <b>Pfizer</b>	\$6.45 billion
<b>Prilosec</b> (omeprazole) proton pump inhibitor, <b>AstraZeneca</b>	\$5.68 billion
<b>Norvasc</b> (amlodipine) antihypertensive, <b>Pfizer</b>	\$3.58 billion
<b>Procrit</b> (epoetin alpha) anemia therapy, <b>Johnson &amp; Johnson</b>	\$3.43 billion
<b>Claritin</b> (loratadine) antihistamine, <b>Schering-Plough</b>	3.15 billion
<b>Celebrex</b> (celecoxib) Cox-2 anti-inflammatory, <b>Pharmacia/Pfizer</b>	\$3.1 billion
<b>Zyprexa</b> (olanzapine) antipsychotic, <b>Lilly</b>	\$3.09 billion
<b>Prevacid</b> (lansoprazole) anti-ulcerant, <b>TAP (Takeda Abbott)</b>	\$2.95 billion
<b>Paxil</b> (paroxetine) antidepressant (SSRI), <b>GlaxoSmithKline</b>	\$2.68 billion

## Top 10 DTC Products Advertised 2001 (Projected)\*

Product	2001 Dollars (\$000)
<b>Celebrex</b> <b>Pharmacia/Pfizer</b>	\$146,788
<b>Vioxx</b> <b>Merck</b>	\$125,364
<b>Nexium</b> <b>AstraZeneca</b>	\$111,445
<b>Imitrex</b> <b>GlaxoSmithKline</b>	\$ 96,387
<b>Zocor</b> <b>Merck</b>	\$ 94,779
<b>Allegra</b> <b>Aventis</b>	\$ 94,451
<b>Actonel</b> <b>Aventis/Proctor &amp; Gamble</b>	\$ 88,723
<b>Glucophage XR</b> <b>Bristol-Myers Squibb</b>	\$ 87,873
<b>Claritin</b> <b>Schering-Plough</b>	\$ 82,900
<b>Viagra</b> <b>Pfizer</b>	\$ 78,295

\* DTC Expenditures are projected based on January 2001 to October 2001 figures.

Source: Scott-Levin

CPM

Source: Pharmaceutical Executive, May 2002  
All figures in US dollars