

Worldwide Pharmaceutical Revenue

Table 1

Top performers 2002

Company (in order of rank)

1. Pfizer
2. Johnson & Johnson
3. GlaxoSmithKline
4. Forest Laboratories
5. Eli Lilly
6. Merck
7. Wyeth
8. AstraZeneca
9. Pharmacia
10. Schering-Plough
11. Genentech
12. Abbott Laboratories
13. Biogen
14. Amgen
15. Aventis
16. Novartis
17. Bristol-Myers Squibb

Ranking was determined by a point system. Details can be found in *Pharmaceutical Executive*, September 2003; p. 62.

Source: *Pharmaceutical Executive*, September 2003; p. 39.

Table 2

Fortune's most admired and respected

Company (in order of rank)

1. Johnson & Johnson
2. Pfizer
3. Merck
4. Eli Lilly
5. Amgen
6. Wyeth
7. Pharmacia
8. Abbott Laboratories
9. Bristol-Myers Squibb
10. Schering-Plough

With a reputation for high prices, lawsuits to postpone generic encroachment on its expired patents, and marketing scandals, the drug industry has managed to do the unthinkable: It has made even the despised managed care industry look good. Therefore, to see a pharma company place in the top 10 of *Fortune's* most admired and respected companies is worthy of note—that company is Johnson & Johnson. It comes in sixth of all the *Fortune* 1,000 companies.

Source: "America's Most Admired and Respected Corporations," *Fortune*, March 3, 2003.

Source: *Pharmaceutical Executive*, September 2003; p. 39.

Table 3

Top performers in sales, 2002

2002 rank	Company	Sales revenue 2002 (\$ billions US)	Sales revenue 2001 (\$ billions US)
1	Merck	51.8	47.7
2	Johnson & Johnson	36.3	33.0
3	Pfizer	32.4	25.5
4	GlaxoSmithKline	31.8	24.8
5	Novartis	23.2	19.1
6	Bristol-Myers Squibb	18.1	15.6
7	AstraZeneca	17.8	16.5
8	Abbott Laboratories	17.7	16.3
9	Aventis	17.6	15.4
10	Wyeth	14.6	11.7
11	Pharmacia	14.0	12.0
12	Eli Lilly	11.1	11.5
13	Schering-Plough	10.2	8.4
14	Amgen	5.5	3.5
15	Genentech	2.2	1.7
16	Forest Laboratories	1.6	1.2
17	Biogen	1.0	1.0
Average		18.1	15.6

Source: Company 10Ks and 20-Fs and Yahoo Finance.com

With \$51.8 billion, Merck won the sales revenue competition hands down, although without Medco, the company would have earned only \$21.4 billion, putting it in fifth place.

All 17 companies increased their sales revenue over 2001, except for Lilly, whose revenue fall-off was caused by Prozac® going off patent.

Source: Pharmaceutical Executive, September 2003; p. 40.

Table 4

Top spenders in research and development

2002 rank	Company	2002 amount (\$ billions US)	2001 amount (\$ billions US)
1	Pfizer	5.2	4.8
2	Novartis	4.3	2.2
3	GlaxoSmithKline	4.1	3.8
4	Johnson & Johnson	4.0	1.1
5	Aventis	3.4	3.0
6	AstraZeneca	3.1	2.7
7	Merck	2.7	2.4
8	Pharmacia	2.4	2.1
9	Bristol-Myers Squibb	2.2	1.9
10	Eli Lilly	2.1	2.2
11	Wyeth	2.1	1.8
12	Abbott Laboratories	1.6	1.6
13	Schering-Plough	1.4	1.3
14	Amgen	1.1	0.9
15	Genentech	0.6	0.5
16	Biogen	0.4	0.3
17	Forest Laboratories	0.2	0.1
Average		2.4	2.0

Source: Company 10Ks and 20-Fs and Yahoo Finance.com

Outlay for research and development increases across the board, reflecting the need to replenish flagging pipelines and the increased difficulty of finding innovative new products.

Source: Pharmaceutical Executive, September 2003; p. 42.

Table 5

Top 10 companies for new products revenue

2002 rank	Company	2002 (in %)	2001 (in %)
1	Forest Laboratories	70.0	61.0
2	Genentech	68.0	69.0
3	Eli Lilly	60.0	28.6
4	Pharmacia	56.0	33.0
5	Schering-Plough	38.0	27.5
6	GlaxoSmithKline	27.0	28.6
7	AstraZeneca	22.5	16.4
8	Pfizer	22.0	16.0
9	Aventis	17.8	14.9
10	Novartis	17.8	13.8
11	Amgen	16.0	NA
12	Wyeth	11.0	18.8
13	Bristol-Myers Squibb	10.5	25.0
14	Johnson & Johnson	10.5	15.4
15	Abbott Laboratories	9.6	24.0
16	Merck	9.3	22.0
17	Biogen	0.0	NA
Average		27.4	27.6

NA: Not available

Source: Company 10Ks and 20-Fs and Yahoo Finance.com

The percentage of revenue coming from products not on the market five years ago is a significant metric. It's good to have a promising pipeline, but what gets commercialized is even more important. In 2002, Forest ranked first, with 70% of its revenue coming from products that were not on the market until 1998. Genentech held strong, and Eli Lilly came in third, with a hefty increase over last year.

Only five companies exceeded the average of 27.4%: Forest, Genentech, Eli Lilly, Pharmacia, and Schering-Plough.

Source: Pharmaceutical Executive, September 2003; p. 48.

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