

NAPRX News --GlaxoSmithKline will overtake Pfizer to become world's largest pharmaceutical company

By NAPRX®

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There will be major changes in the global pharmaceutical market and key changes in the top ten company list by 2012, says a new report from industry association NAPRX, a leading provider of pharmaceutical industry business information.

The report, Pharmaceutical Sales & Marketing Trends, 2008 - 2012 - Key market forecasts and growth opportunities, which is published today, forecasts that Pfizer will fall from first to third place in the coveted list. The list in 2012 will be headed by GlaxoSmithKline (GSK) followed by Roche. Pfizer was the leading company in 2007 with a market share of 6.2%. GSK was in second position with a 5.4% market share and Roche held a share of 4.3%.

The top ten companies, ranked by pharmaceutical sales, generated total sales of \$284 billion in 2007. "Total pharmaceutical sales from these companies accounted for more than 40% of the total market," the report stated. "However, only two of the top ten pharmaceutical corporations in 2007 are forecast to grow at a rate above the overall pharmaceutical market over the next five years; Roche with a CAGR of 6.2% and Novartis with a CAGR of 6.1%," is also noted.

The report also concludes that Johnson & Johnson and Merck will experience some growth in the four year period.

The global pharmaceutical market is forecast to grow to \$929 billion in 2012, an equivalent CAGR of 5.5% over the next four years. The study says future sales growth will remain strong but limited by high prescription drug co-pays for insured consumers. The growing pharmaceutical industry is dependent upon availability of generic drugs and introduction of new blockbuster drugs to replace the leading products scheduled to lose patent protection. The majority of pharmaceutical companies are looking to add to its sales and marketing forces.

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