

TOP 20 PHARMA COMPANIES

While the overall US pharmaceuticals market grew modestly in 2007, product exclusivity and safety issues continued to weigh heavily on the industry. MM&M charts the trends, products and numbers of the companies that came out on top

THE TOP 20

Abbott Laboratories	51
Amgen Corporation	47
AstraZeneca	47
Boehringer Ingelheim	53
Bristol-Myers Squibb	53
Eli Lilly & Co.	49
Forest Laboratories	55
Genentech	51
GlaxoSmithKline	46
Hoffman-LaRoche	55
Johnson & Johnson	47
Merck & Co	47
Novartis	49
Pfizer	46
Sanofi-Aventis	49
Schering-Plough	53
Takeda Pharmaceutical	55
TAP Pharmaceuticals	55
Teva Pharmaceuticals US	51
Wyeth	51

Loss of product exclusivity, low levels of product growth and safety issues dogged the industry in 2007, causing the US drug market to grow by 3.8%. “These trends will continue to shape the marketplace,” explains Diana Conmy, IMS Health’s director of market insights. “Overall we are seeing a new lower growth environment in the US market. It was much higher in 2006 because of the Medicare Part D program, primarily. That boost did not duplicate in 2007. What we were left with were these other underlying dynamics.”

Conmy views 2007 as a year where some of pharma’s bigger players finally may have reached critical mass, at least from a sales perspective.

“Whether or not they are likely to change that, I wouldn’t want to predict, but if you look at the top five companies, they are the folks that (also) have big blockbusters going off patent. Additionally, some of the safety issues are also prevalent within the top 10. They have the challenges that they have to face in the market going forward.”

As larger drugmakers are impacted by the slew of patent expiries slated for 2008 (See Fig. 10), smaller or mid-size companies may be better positioned to take advantage of the current marketplace due to their involvement in specialist-driven areas, which grew by 10.5% in 2007.

Conmy adds: “The pharma industry is still very large in terms of its size and in terms of its dollar value and is still experiencing positive growth. There are still a lot of areas of unmet need. There is research and development going on to bring products to the market. We still see room for innovation. We still see room for success.”

The Top 20

* Denotes IMS Health data; other data from company reports

1. Pfizer

	2007	2006
US sales*:	\$23.52 billion	\$26.83 billion
R&D spend:	\$8.09 billion	\$7.60 billion
Promotional spend:	\$2.2 billion	\$2.29 billion

Top products (global sales): Lipitor (\$12.68b), Norvasc (\$3.00b), Celebrex (\$2.29), Lyrica (\$1.83b), Viagra (\$1.76b).

Pfizer plans to stick to its “brick by brick” approach to rebuilding the company and repositioning it for the future following the 2006 disappointment of torcetrapib. The drugmaker has reaffirmed its plan to invest heavily in R&D and dismissed talk of a major acquisition in favor of more targeted picks. Pfizer has also vowed to do more in emerging markets and maximize its products patent life left in them, including Geodon, Xalatan, Zyxov, Vfend, Chantix, Lyrica and Sutent.

2. GlaxoSmithKline

	2007	2006
US sales*:	\$20.14 billion	\$21.82 billion
R&D spend:	\$6.32 billion	\$6.71 billion
Promotional spend:	\$2.04 billion	\$2.24 billion

Top products (global sales): Advair/Seretide (\$6.98b), vaccines products (\$3.98b), Avandia (\$2.43b), Lamictal (\$2.19b), Imitrex/Imigran (\$1.37b), Flovent/Flixotide (\$1.23b), Valtrex (\$1.86 b).

Fig 1: Top 20 Pharmaceutical Companies by US Sales 2007

Rank	Company	2007 Total (billions)	2006 Total (billions)
1	Pfizer	23.52	26.83
2	GlaxoSmithKline	20.14	21.82
3	Merck & Co	17.64	16.67
4	Johnson & Johnson	16.28	16.11
5	AstraZeneca	15.47	14.74
6	Amgen Corporation	14.34	14.54
7	Novartis	13.92	13.89
8	Sanofi-Aventis	10.87	11.05
9	Eli Lilly & Co	10.28	9.24
10	Abbott	9.06	8.87
11	Genentech	8.76	7.15
12	Wyeth	8.61	8.19
13	Teva Pharmaceuticals	7.93	7.38
14	Bristol-Myers Squibb	6.87	6.41
15	Boehringer Ingelheim	5.76	5.59
16	Schering-Plough	4.69	4.36
17	TAP Pharmaceutical	4.54	4.75
18	Forest Laboratories	3.87	3.56
19	Hoffman-LaRoche	3.58	3.22
20	Takeda	3.51	2.88
Total others		77.23	68.96
Total market		286.87	276.21

Source: IMS Health, National Sales Perspectives

Fig 2: Top 20 Prescription Drugs by US Sales 2007

Rank	Product	Company	2007 Total (billions)	2006 Total (billions)
1	Lipitor	Pfizer	8.66	3.2
2	Nexium	AstraZeneca	5.15	1.9
3	Advair Diskus	GlaxoSmithKline	3.95	1.4
4	Plavix	BMS/Sanofi-Aventis	3.94	1.4
5	Seroquel	AstraZeneca	3.59	1.3
6	Singulair	Merck & Co	3.24	1.2
7	Enbrel	Amgen	3.18	1.2
8	Prevacid	TAP Pharmaceuticals	3.09	1.1
9	Aranesp	Amgen	3.03	1.1
10	Epogen	Amgen	3.00	1.1
11	Neulasta	Amgen	2.95	1.1
12	Actos	Takeda	2.92	1.1
13	Effexor XR	Wyeth	2.89	1.1
14	Remicade	Centocor	2.70	1.0
15	Lexapro	Forest	2.64	1.0
16	Risperdal	Janssen	2.60	0.9
17	Protonix	Wyeth	2.54	0.9
18	Remicade	Merck/SP	2.53	0.9
19	Zyprexa	Eli Lilly & Co	2.42	0.9
20	Lovenox	Sanofi-Aventis	2.42	0.9
Total others			210.94	218.38
Total market			276.18	286.88

Source: IMS Health, National Sales Perspectives

Last year showed that GlaxoSmithKline faces an uphill climb if it aims to become the world's largest drugmaker. An analysis of diabetes drug Avandia showing that patients using the drug have an increased risk of heart attack plagued GlaxoSmithKline in 2007. Hopes were high regarding the approval of cervical cancer vaccine Cervarix but the vaccine was delayed in 2007 after the FDA requested more info in a "complete response letter" to the drugmaker. Cervarix has been approved in Europe and a decision in the US is expected in 2009. The drugmaker is also likely to feel the sting of patent expirations for Advair and Serevent in 2008.

3. Merck & Co

	2007	2006
US sales*:	\$17.64 billion	\$16.67 billion
R&D spend:	\$4.88 billion	\$4.80 billion
Promotional spend:	\$1.52 billion	\$1.28 billion
Top products (global sales): Singulair (\$ 4.27b) Cozaar/Hyzaar (\$3.35b), Fosamax (\$3.05b) Gardasil (\$1.48b).		

2007 was a year in which Merck could seemingly do no wrong. Doctors have been enamored with the company's video detailing efforts, and Gardasil and Januvia sales soared. But in January 2008, Merck and Vytorin marketing partner Schering-Plough, released results of its ENHANCE study showing Vytorin to be no better than generic simvastatin in slowing progression of heart disease. How Merck handles the situation remains to be seen and could prove critical to its future.

4. Johnson & Johnson

	2007	2006
US sales*:	\$16.28 billion	\$16.06 billion
R&D spend:	\$7.68 billion	\$5.00 billion
Promotional spend:	\$729 million	\$741.54 million
Top products (global sales): Remicade (\$3.33b), Procrit (\$2.89b), Topamax (\$2.45b), Levaquin/Floxin (\$1.65b), Aciphex/Pariet (\$1.36b), Duragesic (\$1.16b).		

Johnson & Johnson's pharmaceutical sales were up by 7.5% in 2007, fueled by the drugmaker's antipsychotic medication Risperdal. Meanwhile, Johnson & Johnson's consumer product division saw sales rise by 49% backed by the 2006 purchase of Pfizer's consumer healthcare business venture.

5. AstraZeneca

	2007	2006
US sales*:	\$15.47 billion	\$14.60 billion
R&D spend:	\$5.09 billion	\$3.90 billion
Promotional spend:	\$1.1 billion	\$1.28 billion
Top products (global sales): Nexium (\$5.22b), Seroquel (\$4.03b), Crestor (\$2.80b), Arimidex (\$1.73b), Symbicort (\$1.58b).		

With generic alternatives advancing on many of AstraZeneca's marquee products, the company still managed to post positive growth in 2007. Nexium and Arimidex (which successfully extended its market

Fig. 3 Top 20 Therapeutic Categories by US Sales 2007

Rank	Category	2006 Total (billions)	2007 Total (billions)
1	Lipid Regulators	19.92	16.39
2	Proton Pump Inhibitors	13.74	14.19
3	Antipsychotics	11.69	13.11
4	Seizure Disorders	8.93	10.23
5	Antidepressants	10.70	9.36
6	Erythropoietins	10.12	8.68
7	Antineo Monoclonal Antib	5.80	6.82
8	Angiotensin II Antagonists	5.80	6.59
9	Antiarthritics	4.42	5.31
10	Bisphosphonates	4.34	4.64
11	Anti-Platelets, Oral	4.15	4.46
12	Steroid, Inhaled Bronchial	3.98	4.39
13	Insulin Sensitizer	4.85	4.37
14	Immune System Adjuncts	4.01	4.16
15	Analeptics	3.52	4.10
16	GI Anti-Inflammatory	3.58	3.98
17	Analogs of Human Insulin	3.13	3.90
18	Codeine and Comb.	2.79	3.64
19	HIV Antiviral Combination	2.74	3.55
20	Leukotriene Agents	3.08	3.51
Total others		144.89	151.49
Total market		276.18	286.88

Source: IMS Health, National Sales Perspectives

exclusivity patent through December 2009) will continue to march toward patent expiration, while Seroquel hopes to freeze Teva's Abbreviated New Drug Application in court this August: Seroquel's patent expires in 2011. To offset market share losses, AstraZeneca boosted DTC efforts behind Symbicort during the first quarter of 2008, and has attempted to leverage Crestor's plaque-fighting power in the wake of the Vytorin/Zetia ENHANCE debacle.

6. Amgen Corporation

	2007	2006
US sales*:	\$14.34 billion	\$14.49 billion
R&D spend:	\$3.06 billion	\$3.37 billion
SG&A costs:	N/A	\$208.25 million
Top products (global sales): Aranesp (\$3.61b), Epogen (\$2.49b), Neulasta/Neupogen (\$4.28b), Enbrel (\$3.23b).		

Safety concerns surrounding biotech giant Amgen's best-seller, the anemia drug Aranesp, caused stock prices to slide at the end of 2007, and dive in 2008. Amgen's woes may deepen as additional FDA warning labels and restrictions are mandated; emerging studies on ESAs, the drug class in which both Aranesp and Epogen belong, have not been encouraging. The company organized a successful patent infringement suit against Roche last year to protect Epogen, but fell short of obtaining a permanent injunction. In a recent twist, Roche may be awarded licensing deal for the manufacturing of Mircera, Epogen's rival product, later this year.

7. Novartis

	2007	2006
US sales*:	\$13.92 billion	\$13.81 billion
R&D spend:	\$5.38 billion	\$4.27 billion
Promotional spend:	\$954.31 million	\$954.31 million
Top products (global sales): Diovan/Co-Diovan (\$5.01bn), Gleevec/Glivec (\$3.05b), Zometa (\$1.30b), Sandostatin (\$1.03b).		

The announcement of job cuts in 2007 led to a management shakeup in 2008, including the resignation of Alex Gorsky, head of North American pharmaceuticals, in February, and followed by the exodus of James Shannon, head of global drug development, in March. The usual suspects, safety concerns and generic competition, also plagued Novartis last year. Zelnorm was pulled from shelves due to safety concerns, and many generics gained market share on key products, such as Lamisil, Lotrel and Famivir. The company is looking to oncology to push it back into the black, with four new cancer treatments in the pipeline.

8. Sanofi-Aventis

	2007	2006
US sales*:	\$10.87 billion	\$10.94 billion
R&D spend:	\$6.25 billion	\$5.8 billion
Promotional spend:	\$967.71 million	\$1.02 billion
Top products (global sales): Plavix (\$8.77b), Lovenox (\$4.07b), Lantus (\$3.13b), Taxotere (\$2.98b), Ambien franchise (\$1.9b).		

Worries over generic competition for Plavix, a top-selling blood thinner for Sanofi-Aventis and Bristol-Myers Squibb, were put to rest in July, when a federal judge halted sales by Apotex. Despite a loss in profits for 2007, Sanofi-Aventis may be breathing easier with the successful launch of Xyzal, the fifth most-prescribed antihistamine in 2007, according to IMS Health. The company was dealt a major disappointment regarding rimonabant, a weight-loss treatment, after an advisory panel found a possible connection to suicidal behavior and other psychological side effects. Sanofi-Aventis withdrew its NDA as a result.

9. Eli Lilly & Co.

	2007	2006
US sales*:	\$10.28 billion	\$9.21 billion
R&D spend:	\$3.49 billion	\$3.13 billion
Promotional Spend:	\$893.57 million	\$754.81 million
Top products (global sales): Zyprexa (\$4.76b), Cymbalta (\$2.10b), Gemzar (\$1.59b), Humalog (\$1.47b), Cialis (\$1.14b), Evista (\$1.09b).		

Lilly can't keep its top-selling product, Zyprexa, out of the headlines. Lilly announced a \$15m settlement with the state of Alaska in March, after the state brought allegations against the company for withholding information about side effects. This settlement follows a *New York Times* report on the drug, which alleged that incoming CEO John Lechleiter had encouraged off-label usages in an email sent in 2003. Lilly may see positive headlines for its blood thinner, prasugrel, after a study found the drug to offer better protection against heart attack, stroke and death from cardiovascular events, than potential rival Plavix.

Fig. 4 Total Promotional Spend by Corporation, 2007

Rank	Company	Spend \$ in millions	Share (%)	Change vs. 2006
1	Pfizer	2,200.00	10.8	-3.0
2	GlaxoSmithKline	2,041.00	10.0	-9.0
3	Merck & Co	1,525.00	7.5	4.1
4	AstraZeneca	1,108.00	5.4	-13.8
5	Sanofi-Aventis	967.71	4.8	-5.1
6	Novartis	954.31	4.7	4.8
7	Eli Lilly & Co	893.57	4.4	18.4
8	Schering-Plough	817.30	4.0	23.1
9	Johnson & Johnson	729.21	3.6	-1.7
10	Bristol-Myers Squibb	675.31	3.3	9.8
11	Boehringer Ingelheim	625.18	3.1	58.0
12	Wyeth	562.29	2.8	-0.7
13	Abbott Laboratories	544.92	2.7	-24.2
14	Forest Laboratories	501.33	2.5	4.9
15	Takeda	471.90	2.3	19.1
16	Sepraco	463.21	2.3	-5.7
17	Unspecified Corp.	403.00	2.0	2.9
18	Nestle SA	231.60	1.1	10.1
19	Shire	224.60	1.1	39.3
20	Allergan	224.39	1.1	7.5
	All others	4.19	20.6%	12.1
	Total market	20.35 billion	100.0%	3.1

Source: Verispan's Total Promotional Audits

Fig. 5 Professional Detailing Spend by Corporation 2007

Rank	Company	Spend \$ in millions	Share (%)	Change vs. 2006
1	Pfizer	1,153.00	52.4	-14.0
2	GlaxoSmithKline	1,147.00	56.2	6.2
3	Merck & Co	864.32	56.7	13.2
4	AstraZeneca	630.74	56.9	10.9
5	Novartis	628.19	65.8	18.5
6	Sanofi-Aventis	577.71	59.7	-6.3
7	Eli Lilly & Co	507.21	56.8	15.7
8	Johnson & Johnson	490.53	67.3	-2.6
9	Schering-Plough	474.49	58.1	10.7
10	Wyeth	385.94	68.6	-1.1
11	Forest Laboratories	377.53	75.3	8.3
12	Abbott Laboratories	359.06	65.9	-29.5
13	Boehringer Ingelheim	321.68	51.5	22.9
14	Bristol-Myers Squibb	255.14	37.8	2.5
15	Takeda	245.46	52.0	6.5
16	Nestle	176.94	76.4	8.8
17	Sepracor	159.98	34.5	0.0
18	Shire	121.39	54.0	39.9
19	Allergan	96.35	42.9	5.4
20	Undisclosed	N/A	N/A	N/A

Source: Verispan's Total Promotional Audits

10. Abbott Laboratories

	2007	2006
US sales*:	\$9.06 billion	\$7.76 billion
R&D spend:	\$2.51 billion	\$2.26 billion
Promotional spend:	\$544.92 million	\$718.68 million

Top products (global sales): Kaletra, Depakote, TriCor, Humira.

Abbott Laboratories eliminated hundreds of primary care sales jobs in April. The cuts were related to the company's November 2006 acquisition of Kos Pharmaceuticals for \$3.7 billion. A bright spot for Abbott has been its lipid franchise which helped boost profits last year. US sales of TriCor and Niaspan also posted strong sales.

11. Genentech

	2007	2006
US sales*:	\$8.76 billion	N/A
R&D spend:	\$2.45 billion	N/A
Total promotion:	N/A	N/A

Top products (global sales): Avastin (\$2.30b), Rituxan (\$2.29b), Herceptin (\$1.29b).

Genentech has had a very good run of late, winning a surprise FDA approval to market its best-selling treatment, Avastin, for breast cancer in February and moving forward on a passel of oncology prospects. The belle of biotech, majority owned by Roche, boasts a promising early-stage pipeline, including 13 NMEs in Phase I and six in Phase II for oncology, and says it is making good progress toward its goal of bringing at least 15 major new products or indications to market by 2010.

12. Wyeth

	2007	2006
US sales*:	\$8.61 billion	\$8.38 billion
R&D spend:	\$3.26 billion	\$3.10 billion
Promotional spend:	\$562.29 million	\$566.37 million

Top products (global sales): Effexor (\$3.80b), Plevnar (\$2.44b), Enbrel (\$2.04b), Protonix (\$1.91b) Zosyn/Tazocin (\$1.14b) Premarin family (\$1.10b).

Wyeth has suffered a series of bad breaks of late, notwithstanding winning FDA approval for its Effexor follow-on Pristiq in February. Alas, osteoporosis drug Viviant did not fare so well, garnishing an approvable letter from FDA, and Pristiq is expected to generate less than half the revenues of its \$3.8 billion predecessor, which starts shedding patent protections this year. That's not the only Wyeth breadwinner losing exclusivity — Teva successfully launched a generic challenger to Protonix, for acid reflux, last year, and generics makers are already taking aim at Effexor XR, Wyeth's top seller. In March, the company announced it was cutting 1,200 sales positions — despite big cuts in 2005.

13. Teva Pharmaceuticals USA

	2007	2006
US sales:	N/A	\$7.23 billion
R&D spend:	N/A	\$495 million
Promotional spend:	N/A	N/A

Fig. 6 DTC Spend by Corporation 2007

Rank	Company	Spend \$ in millions	Share (%)	Change vs. 2006
1	Pfizer	739.43	33.6	21.0
2	GlaxoSmithKline	668.67	32.8	-28.0
3	Merck & Co	368.55	24.2	-25.6
4	Bristol-Myers Squibb	363.35	53.8	22.4
5	Sepracor	271.93	58.7	-8.7
6	AstraZeneca	267.58	24.2	-48.3
7	Schering-Plough	266.68	32.6	49.4
8	Sanofi-Aventis	241.33	24.9	0.4
9	Boehringer Ingelheim	236.66	37.9	210.2
10	Eli Lilly & Co.	229.06	25.6	25.1
11	Takeda	150.49	31.9	46.7
12	Johnson & Johnson	105.11	14.4	2.1
13	Allergan	104.08	46.4	30.5
14	Wyeth	99.48	17.7	8.6
15	Novartis	85.27	8.9	-55.5
16	Abbott	81.13	14.9	0.5
17	Shire	45.60	20.3	78.7
18	Nestle	15.20	6.6	67.9
19	Forest	4.82	1.0	54.1
20	Undisclosed	N/A	N/A	N/A

Source: Verispan's Promotional Audits

Fig. 7 ePromotional Spend by Corporation 2007

Rank	Company	Spend \$ in millions	Share (%)	Change vs. 2006
1	Merck & Co	82.92	5.4	46.6
2	Unspecified	54.94	13.6	22.4
3	GlaxoSmithKline	31.85	1.6	9.7
4	Johnson & Johnson	18.48	2.5	-14.7
5	Pfizer	14.48	0.7	-17.1
6	Shire	14.25	6.3	66.0
7	Eli Lilly & Co.	12.54	1.4	33.6
8	Schering-Plough	12.10	1.5	151.1
9	AstraZeneca	11.72	1.1	-34.8
10	Sanofi-Aventis	11.40	2.4	229.8
11	Wyeth	9.67	1.7	43.7
12	Novartis	8.60	0.9	36.7
13	Boehringer Ingelheim	7.86	1.3	8.7
14	Nestle	6.81	2.9	53.2
15	Sanofi-Aventis	6.32	0.7	-37.9
16	Allergan	4.02	1.8	82.4
17	Forest	3.24	0.6	-6.1
18	Abbott	3.15	0.6	-55.1
19	Bristol-Myers Squibb	2.65	0.4	-25.1
20	Sepracor	2.40	0.5	42.8

Source: Verispan's Promotional Audits

Teva seems to be feeling peckish, despite its habit of eating big, brand-name pharma's lunch. In March, the firm, among the most feared of generics-makers, took a break from launching early generic challenges to gobble up Bentley Pharmaceuticals for \$360 million, broadening its footprint in Spain. Teva's raids of late haven't all gone according to plan—already this year, US judges have ruled against the firm's recent bids to launch generic versions of Prevacid and Aricept—but its high-seas sorties have helped bring in enough loot to vault it into the ranks of the top 20 pharmaceutical manufacturers.

14. Bristol-Myers Squibb

	2007	2006
US sales*:	\$6.87 billion	\$6.43 billion
R&D spend:	\$3.28 billion	\$3.07 billion
Promotional spend:	\$675.31 million	\$614.94 million
Top products (global sales): Plavix (\$3.26b), Abilify (\$1.28b), Pravachol (\$1.20b), Avapro/Avalide (\$1.10b), Reyataz (\$931m).		

Bristol-Myers Squibb survived an early generic challenge to its top-selling drug Plavix, but the antiplatelet is still set to lose exclusivity in 2011. In September, the company entered a corporate integrity agreement and paid \$515 million in penalties to settle a federal suit alleging price inflation and kickbacks to docs. In December, BMS confirmed plans to slash headcount by 10%, or around 4,300 jobs, and shutter half of its manufacturing facilities worldwide. The firm announced the sale of its medical imaging unit to a private firm for \$525 million, and recently, it's been rumored to be shopping its Mead Johnson Nutritionals and ConvaTec wound care units.

15. Boehringer Ingelheim

	2007	2006
US sales*:	\$5.76 billion	\$5.55 billion
R&D spend:	N/A	\$2.13 billion
Promotional spend:	\$625.18 million	\$395.64 million
Top products (global sales): Spiriva, Micardis, Flomax.		

Boehringer Ingelheim reported an income gain of 5% for 2007, as strong sales of COPD drug Spiriva helped the firm overcome currency disparities and the loss of US exclusivity for arthritis drug Mobic. Spiriva sales were up 35%, the company said, while Micardis sales were up 23%, Flomax/Alna sales were up 19% and Sifrol/Mirapex was up 26%. The company expects to launch five new products over the next few years, starting with blood thinner Pradaxa, and says they'll bring in about 2.5 billion Euros in revenue between 2009 and 2012.

16. Schering-Plough

	2007	2006
US sales*:	\$5.76 billion	\$3.74 billion
R&D spend:	N/A	\$1.57 billion
Promotional spend:	\$817.30 million	\$664.01 billion
Top (global sales) products: Remicade (\$1.65b), Nasonex (\$1.10b), Peg-Intron (\$911m), Temodar (\$861m), Clarinex (\$799m).		

Fig. 8 Professional Journal Ad Spending by Corporation 2007

Rank	Company	Spend \$ in millions	Share (%)	Change vs. 2006
1	Pfizer	50.77	2.3	-2.7
2	Johnson & Johnson	20.13	2.8	21.9
3	Merck & Co	19.32	1.3	54.0
4	Forest	18.31	3.7	8.6
5	Pfizer	17.84	3.2	-39.5
6	Eli Lilly & Co.	15.76	1.8	32.9
7	AstraZeneca	14.37	1.3	17.0
8	Takeda	13.70	2.9	17.6
9	Sanofi-Aventis	12.40	1.3	-8.4
10	Bristol-Myers Squibb	9.02	1.3	-14.5
11	Novartis	8.70	0.9	-5.5
12	Shire	7.67	3.4	35.9
13	GlaxoSmithKline	7.31	0.4	-14.6
14	Boehringer Ingelheim	6.97	1.1	66.4
15	Abbott	6.95	1.3	-18.1
16	Nestle	6.10	2.6	19.1
17	Sepracor	5.02	1.1	-32.7
18	Schering-Plough	4.40	0.5	139.4
19	Allergan	1.86	0.8	-41.7
20	Unspecified	N/A	N/A	N/A

Source: Verispan's Promotional Audits

Fig. 9 Professional Meetings Spend by Corporation 2007

Rank	Company	Spend \$ in millions	Share (%)	Change vs. 2006
1	Unspecified	348.06	86.4	0.4
2	Pfizer	242.34	11.0	-9.5
3	Novartis	223.59	23.4	28.8
4	Merck & Co	189.69	12.4	39.5
5	GlaxoSmithKline	186.08	9.1	-5.8
6	AstraZeneca	183.28	16.5	9.2
7	Sanofi-Aventis	129.95	13.4	-6.2
8	Eli Lilly & Co.	129.00	14.4	15.2
9	Forest	97.42	19.4	-7.9
10	Johnson & Johnson	94.94	13.0	-1.7
11	Abbott	94.64	17.4	-16.5
12	Schering-Plough	59.63	7.3	18.4
13	Boehringer Ingelheim	52.01	8.3	12.6
14	Takeda	50.81	10.8	5.5
15	Wyeth	49.36	8.8	2.1
16	Bristol-Myers Squibb	45.15	6.7	-18.2
17	Shire	35.69	15.9	2.8
18	Nestle	26.55	11.5	-8.6
19	Sepracor	23.89	5.2	-0.8
20	Allergan	18.07	8.1	-16.7

Source: Verispan's Promotional Audits

Schering-Plough is reeling from a threatened stampede out of its cholesterol franchise. Fairly or not, Vytorin and Zetia have taken a pounding in the courts of medical and public opinion, and Schering-Plough responded in April by unveiling a plan to cut \$1.5 billion in costs by 2012 through a 10% headcount reduction. That's including the \$500 million in savings the company had planned to wrest from its assimilation of Organon BioSciences, acquired last year.

17. TAP Pharmaceutical Products

	2007	2006
US sales*:	\$4.54 billion	\$4.71 billion
R&D spend:	N/A	N/A
Advertising spend:	N/A	N/A

Top (global sales) products: Lupron Depot, Prevacid, Rozerem.

TAP Pharmaceutical's parents, Takeda and Abbott, are finally splitting up, and Takeda will get custody. In March, the Japanese firm agreed to buy out Abbott for the partnership, taking on the aging Prevacid franchise and around 3,000 employees while Abbott walks away with TAP prostate cancer drug Lupron, several developmental products and around 300 employees working on Lupron.

18. Forest Laboratories

	2007	2006
US sales*:	\$3.87 billion	\$3.55 billion
R&D spend:	\$941.00 million	\$410 million
Promotional spend:	\$501.33 million	\$477.85 million

Top (global sales) products: Lexapro, Namenda, Benicar.

Forest Laboratories posted 11% growth for 2007, largely on the strength of its aging SSRI Lexapro, though its new hypertension treatment Bystolic (nebivolol), competing in a crowded market littered with cheap generics, was met with a collective shrug. Lexapro continues to perform well, pulling in about \$2.5 billion for the 12 months to September, according to IMS Health, and the drug has managed to avoid safety concerns plaguing many of its competitors. But Lexapro goes off patent in 2012, and prospects for a comparable seller seem thin.

19. Hoffman-LaRoche

	2007	2006
US sales*:	\$3.58 billion	\$10.37 billion
R&D spend:	\$7.0 million	\$5.45 billion
Promotional spend:	N/A	N/A

Top products (global sales): MabThera/Rituxan (\$5.48b), Herceptin (\$4.8b), Avastin (\$4.08b), Tamiflu (\$2.7b), NeoRecormon/Epogin (\$2.07b).

A bloom in cases of influenza helped Hoffman-LaRoche post a 20% growth in 2007, at a time when many of the large pharmaceutical companies would be happy to break even - prescriptions for Tamiflu surged by 200% during 2007. Additional funds were boosted by the success of Roche's oncology efforts, notably Genentech's Avastin, which has been approved for the treatment of breast cancer. Roche markets Avastin outside the US. In a surprise move last summer, Roche CEO Franz

Fig. 10 Estimated Patent Expirations Through 2012

Company	Brand	Indication	Expiry
Merck	Fosamax	osteoporosis	2008
GlaxoSmithKline	Advair	asthma, COPD	2008
GlaxoSmithKline	Serevent	asthma, COPD	2008
Wyeth	Sonata	insomnia	2008
Wyeth	Effexor XR	depression	2008
GlaxoSmithKline	Lamictal	epilepsy, bipolar	2008
Ortho McNeil	Topamax	migraine, epilepsy	2008
AstraZeneca	Casodex	cancer	2008
Merck	Trusopt	glaucoma	2008
Bristol-Myers Squibb	Zerit	HIV	2008
Roche	Cellcept	immunosuppression	2009
Astellas/Boeinger Ingelheim	Flomax	benign prostatic hyperplasia	2009
UCB	Keppra	epilepsy	2009
Pfizer/Eisai	Aricept	Alzheimer's	2010
Merck	Cozaar	hypertension	2010
Johnson & Johnson	Levaquin	antibiotic	2010
Sanofi-Aventis	Taxotere	cancer	2010
Pfizer	Lipitor	cholesterol	2011
Sanofi-Aventis/BMS	Aprovel	hypertension	2011
Sanofi-Aventis/BMS	Plavix	anticoagulant	2011
AstraZeneca	Seroquel	antipsychotic	2011
Pfizer	Xalatan	glaucoma	2011
Eli Lilly & Co.	Zyprexa	antipsychotic	2011
Novartis	Diovan/ Co-Diovan	hypertension	2012
Forest Labs/H. Lundbeck	Lexapro	antidepressant	2012
Merck	Singulair	asthma	2012
AstraZeneca	Symbicort	asthma	2012
Novartis	Zometa	cancer	2012

Humer handed over the top executive post to Severin Schwan, previously the head of the company's diagnostics division.

20. Takeda Pharmaceutical

	2007	2006
US sales*:	\$3.51 billion	\$2.88 billion
R&D spend:	\$1.89 million	N/A
Promotional spend:	\$4.72 billion	\$396.34 million

Top products (global sales): Leuprorelin, Actos.

Takeda completed its long sought-after assimilation of TAP Pharmaceuticals, bolstered diabetes drug Actos with encouraging data from the Periscope trial and appointed new North American leadership—but failed to make much headway in the sleep aid category, despite a massive outlay for Rozerem. Amitiza, the firm's US joint venture with Sucampo for chronic idiopathic constipation, seems like a better bet—especially since Novartis' Zelnorm exited the market—and TPNA has invested heavily in marketing it. In March, the company named Alan MacKenzie, then CEO of TAP, to head TPNA, replacing Mark Booth. ■