

Pharmaceutical Groups - World

Market Analysis – 2016-2020 Trends – Corporate Strategies

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Exclusive extracts from this 217-page-long report:

- **What is the business?**

The pharmaceutical industry, which generated over 1 trillion euros in revenues worldwide in 2015, is a highly fragmented and diversified sector that weighs heavy in terms of GDP contribution, research spending and employment. Leading pharmaceutical companies engage in a great variety of activities ranging from research and development to drug testing, manufacturing, and marketing. [...]

- **Who are the key players?**

The pharmaceutical industry remains relatively fragmented despite a recent wave of consolidation that is seeing big pharma groups in particular focusing on mergers and acquisitions to adapt to an increasingly challenging market environment. [...]

Companies analysed in the report include: JOHNSON & JOHNSON, BAYER, ROCHE, NOVARTIS, PFIZER, MERCK & CO, SANOFI, ASTRAZENECA, GLAXOSMITHKLINE, ABBVIE, TEVA PHARMACEUTICALS, SHANGHAI PHARMACEUTICALS, and TAKEDA PHARMACEUTICALS.

- **How intense is competition?**

Competitive pressure in the pharmaceutical industry has increased amid a series of major patent expirations, increased competition from generic drugs, stricter regulation, and slowing innovation. In this context, pharma companies have seen their returns slow and shareholder pressure increase, pushing them to seek new ways to improve operating efficiency, enhance competitiveness and boost returns. [...]

- **What are the main markets?**

Mature economies still account for the bulk of global pharmaceutical revenues. Nevertheless, increasing wealth, larger populations, improving access to healthcare and growing rates of lifestyle diseases will put emerging countries ahead of developed markets in terms of long-term healthcare and pharmaceutical spending growth. Major emerging pharma markets will see their share in global pharma revenues nearly double in the decade between 2010 and 2020. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

Alessandro Schiliro
Analyst, Xerfi Global

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