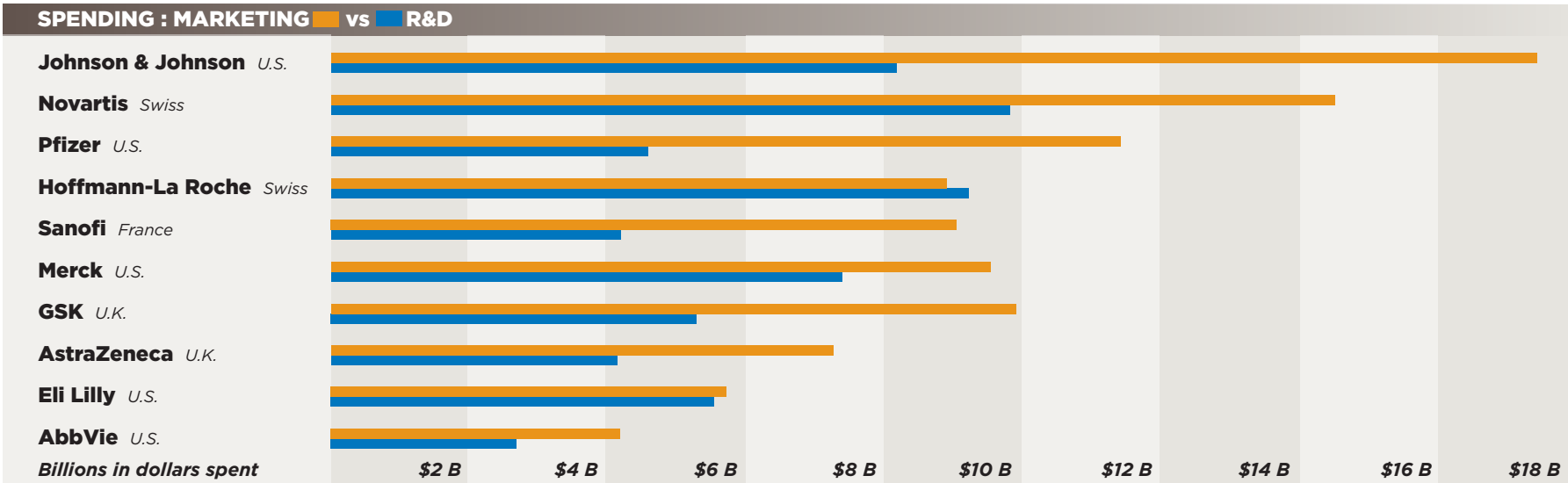


**WORLD'S LARGEST PHARMACEUTICAL FIRMS** Research & Development | Marketing **STATS**

**BIG PHARMA**



©Randal S. Olson Source: www.randalolson.com/2015/03/01/design-critique-putting-big-pharma-spending-in-perspective/

**KEY STATS**

- »»» 9 out of 10 Big Pharma companies spend more on marketing than on research.
- »»» Drug companies spent more than \$3 billion a year marketing to consumers.

Source: www.washingtonpost.com/news/wonk/wp/2015/02/11/big-pharmaceutical-companies-are-spending-far-more-on-marketing-than-research/

Dollar Amount in Billions	Total Revenue	R&D Expenditure	Sales & Marketing Expenditure	Profits	Profit Margin (%)
Johnson & Johnson U.S.	71.3	8.2	17.5	13.8	19
Novartis Swiss	58.8	9.9	14.6	9.2	16
Pfizer U.S.	51.6	6.6	11.4	22.0	43
Hoffmann-La Roche Swiss	50.3	9.3	9.0	12.0	24
Sanofi France	44.4	6.3	9.1	8.5	11
Merck U.S.	44.0	7.5	9.5	4.4	10
GSK U.K.	41.4	5.3	9.9	8.5	21
AstraZeneca U.K.	25.7	4.3	7.3	2.6	10
Eli Lilly U.S.	23.1	5.5	5.7	4.7	20
AbbVie U.S.	18.8	2.9	4.3	4.1	22

Source: GlobalData | www.bbc.com/news/business-28212223

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