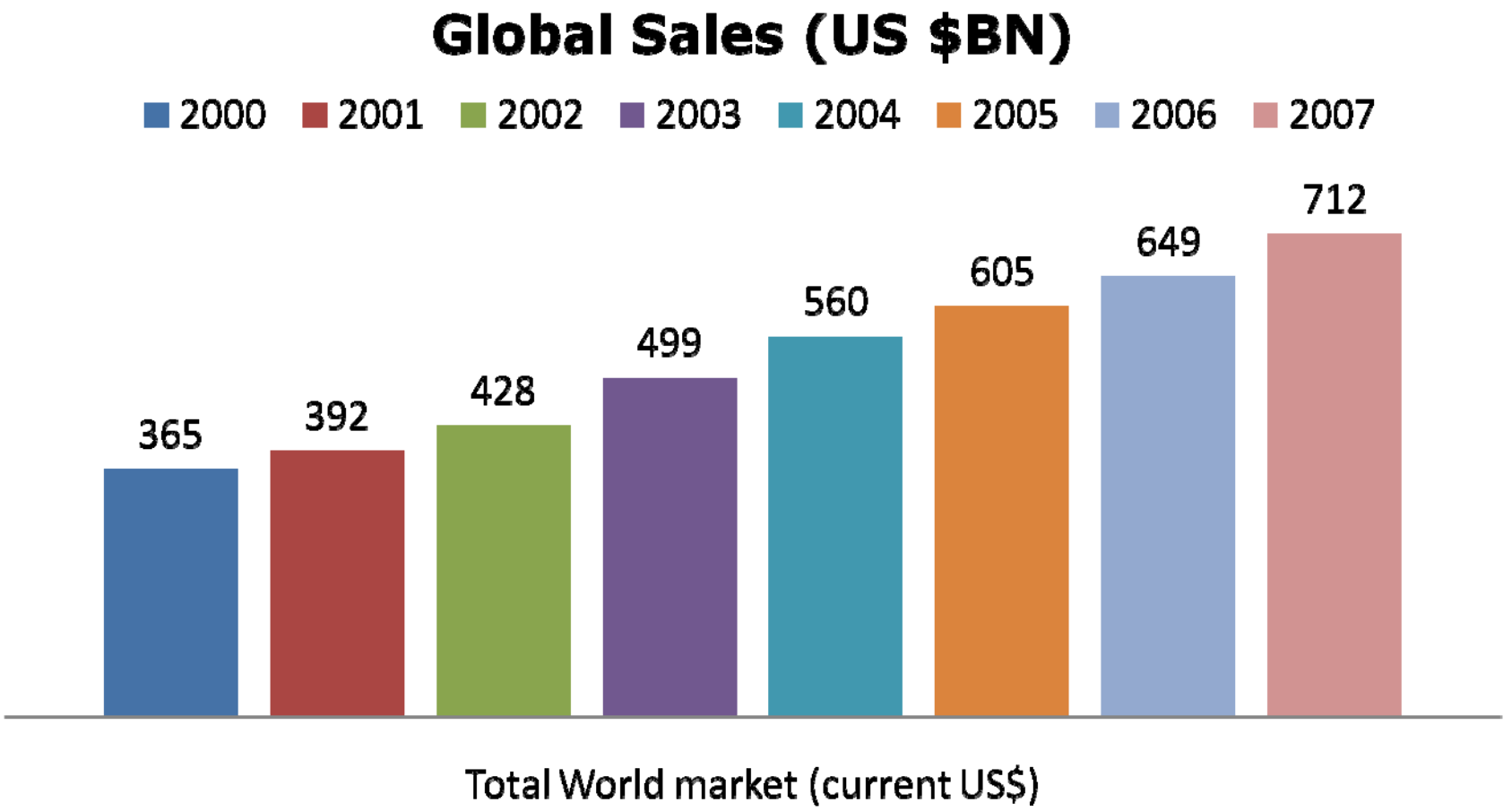
IL COLOSSO DA 700 MILIARDI DI DOLLARI



Source: IMS Helath Market Prognosis (includes IMS Audited and Unaudited markets)
All information current as of March 28, 2008

Audited Market 2007		Sales		% Growth (Const US$)
		US$bn	% Mkt Shr	2007
	Worldwide	**$663.5**	**100%**	**6.1**
1	Lipitor (atorvastatin)	13,5	2	-2,8
2	Plavix (clopidogrel)	7,3	1,1	20,5
3	Nexium (esomeprazole)	7,2	1,1	5,3
4	Seretide/Advair (fluticasone+ salmeterol)	7,1	1,1	9,6
5	Enbrel (etanercept)	5,3	0,8	15,3
6	Zyprexa (olanzapine)	5	0,8	1,9
7	Risperdal (risperidone)	4,9	0,7	4,4
8	Seroquel (quetiapine)	4,6	0,7	16,2
9	Singulair (montelukast sodium)	4,5	0,7	14,7
Total Leading 10 Brands		**$63.9**	**9.6**	**5.6**

Source: IMS MIDAS®, Dec 2007
All information current as of Feb 26, 2008.
*Excludes unaudited markets, and Russia, Ukraine and Belarus audited data. Sales cover direct and indirect pharmaceutical channel pharmaceutical wholesalers and manufacturers. The figures above include prescription and certain over-the-counter data and represent manufacturer prices. Totals may not add due to rounding.

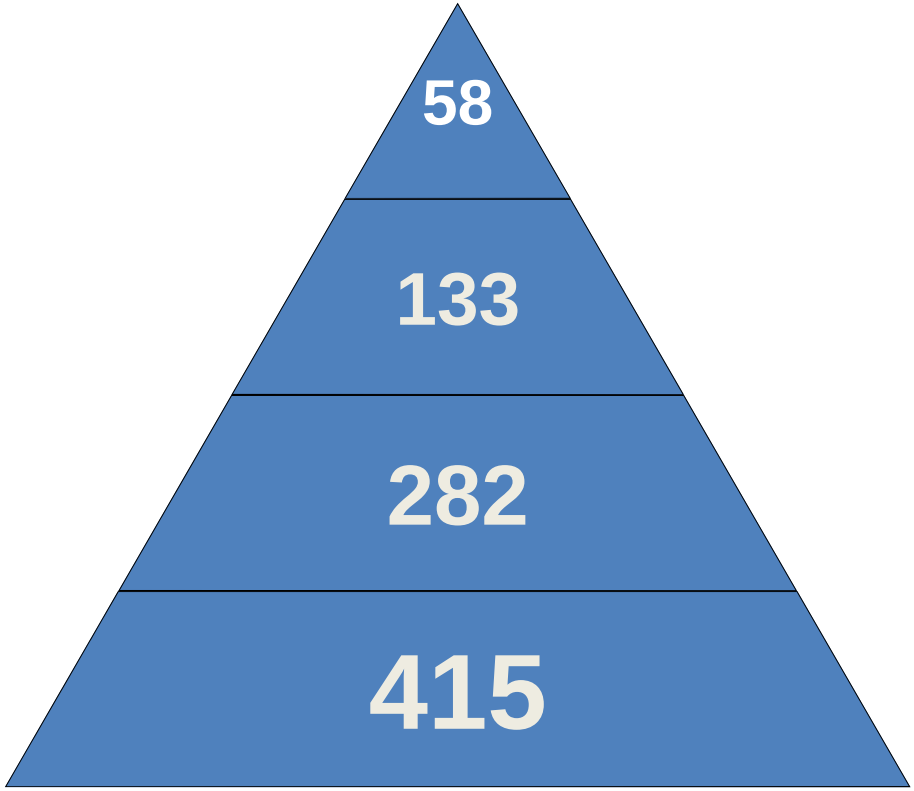
Audited Market 2007	Sales		% Growth (Const US$)
	US$bn	% Mkt Shr	2007
Worldwide	**$663.5**	**100%**	**6.1**
Oncologics	41,4	6,2	16,2
Lipid regulators	33,7	5,1	-6,7
Respiratory agents	28,6	4,3	12,3
Acid pump inhibitors	25,6	3,9	2,8
Antidiabetics	24,1	3,6	10,7
Antipsychotics	20,7	3,1	10,7
Antidepressants	19,7	3	-6,8
Angiotensin II antagonists	19,4	2,9	13,6
Anti-epileptics	15,2	2,3	13,5
Autoimmune agents	13,3	2	20,3
Top 10	**241.6**	**36.4**	**7.3**

All information current as of Feb 26, 2008.
*Excludes unaudited markets, and Russia, Ukraine and Belarus audited data. Sales cover direct and indirect pharmaceutical channel purchases in U.S. dollars from pharmaceutical wholesalers and manufacturers. The figures above include prescription and certain over-the-counter data and represent manufacturer prices. Totals may not add due to rounding.

Audited Market 2007	Sales		% Growth (Const US$)	
	US$bn	% Mkt Shr	2007	CAGR 6-Feb
Worldwide	**$663.5**	**100%**	**6.1**	**7.8**
North America	304,5	45,9	4,2	8,7
Europe	206,2	31,1	6,7	6,6
AAA	62,2	9,4	13,1	11,3
Japan	58,5	8,8	4,2	2,8
Latin America	32	4,8	12	13,4
10 Key Markets	**529,5**	**79,8**	**5,1**	**7,4**

All information current as of Feb 26, 2008.
*Excludes unaudited markets, and Russia, Ukraine and Belarus audited data.
Sales cover direct and indirect pharmaceutical channel purchases in U.S. dollars from pharmaceutical wholesalers and manufacturers. The figures above include prescription and certain over-the-counter data and represent manufacturer prices. Totals may not add due to rounding.

Nuovi farmaci approvati
Dati FdA 1998 - 2002



Farmaci di analisi privilegiata **14%**

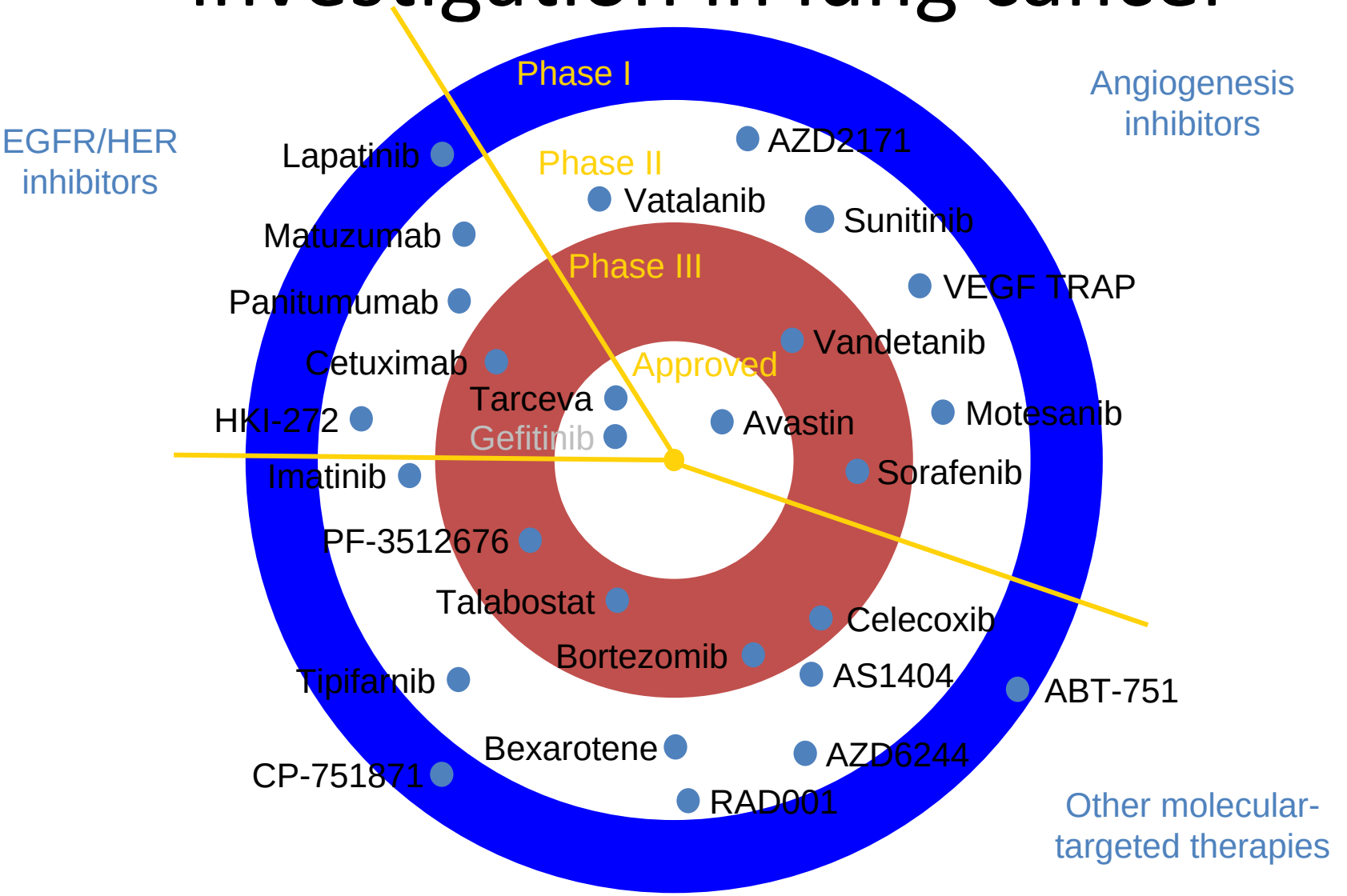
Nuove entità molecolari **32%**

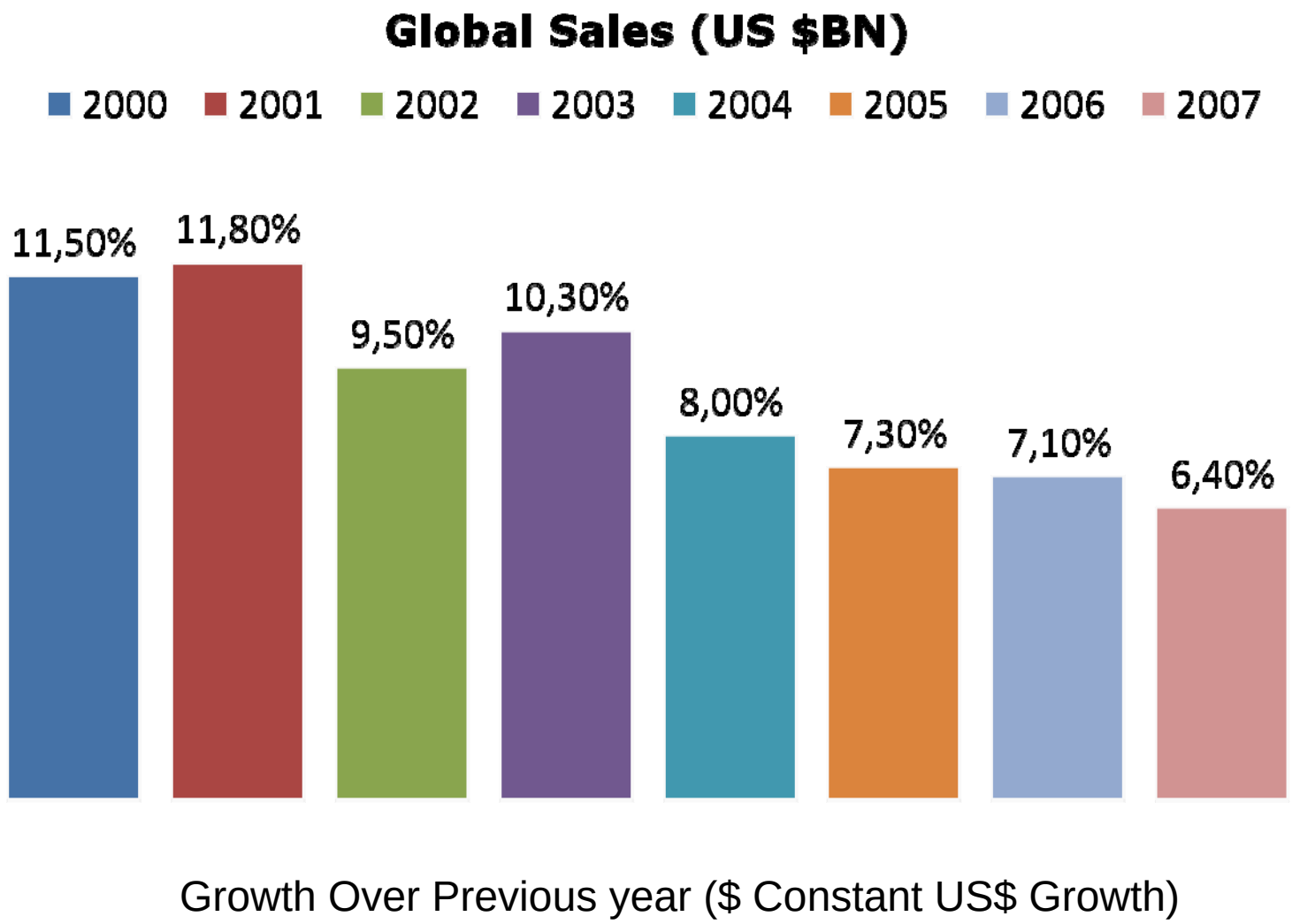
Me – too **68%**

Tot farmaci

12 farmaci innovativi per anno

Molecular-targeted agents under investigation in lung cancer





Source: IMS Helath Market Prognosis (includes IMS Audited and Unaudited markets)
All information current as of March 28, 2008