

THE VIEW

Life sciences | August 2021



In light of the post-COVID economic fluctuations, it's imperative that companies throughout the life sciences and healthcare sectors are strategic in their decision-making to secure market positions.

In this month's newsletter, we explore how healthcare firms can leverage market intelligence services to their best advantage in the current climate, while highlighting some of the key updates in the industry.

Highlights



Leveraging healthcare market assessment in the new normal

Navigating the dynamic healthcare industry requires a holistic grasp of markets and patients. Explore how healthcare market assessment studies can provide your firm with strategic guidance for establishing a strong market presence. >>



Best practices for conducting pharma competitive intelligence

Pharma competitive intelligence needs to be exceptionally comprehensive, credible and customized to meet the specific needs of your company. This article uncovers the best practices in pharma CI that you can leverage for optimal insights and decision-making. >>



Reimagining healthcare market access strategies post COVID-19

The pandemic has led to a period of continued uncertainty in the global healthcare market. In such trying times an optimized market access strategy can help companies in making more tactical decisions throughout the product lifecycle. >>

H1 2021: Big pharmas bring in billions despite COVID disruptions

While COVID-19 may not be over yet, big pharma firms have witnessed a positive first half of 2021. Drug sales have been increasing, with some therapeutic areas recovering faster than others. Here's an analysis of the top 20 pharma companies based on their latest reports.

Makers and manufacturers of COVID-19 vaccines, and companies venturing into COVID-19 testing saw a significant growth in income, compared to the same period last year.

Revenue 

\$386.2B

Revenue increased by **12.2%** from 2020 to 2021

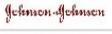
R&D investments 

\$63.2B

R&D spending has increased by **10.1%** from 2020 to 2021

Focus Areas 

- Investment in R&D innovations
- Leveraging acquisitions to expand therapeutic areas
- New product launches (vaccine and medicine)

Company Name	Revenue (H1 2021) in USD B	Growth percentage over H1 2020
 Pfizer	33.6	68.2
abbvie	27.0	41.6
AstraZeneca 	15.5	23.1
 Lilly	13.5	19.3
 GILEAD <small>Creating Possibilities</small>	12.7	18.2
 Johnson & Johnson	45.6	17.0
 MERCK <small>Research. Science. Innovation.</small>	22.0	12.2
 Takeda	15.7	9.3
 Bristol Myers Squibb	22.7	9.0
 NOVARTIS	25.4	7.4
 Roche	35.1	5.8
 MYLAN <small>WORKING TOGETHER</small>	10.6	4.6
 Otsuka	6.6	3.4
 astellas	5.8	2.5
 MYLANE	27.4	1.2
 SANOFI	20.5	0.9
 AMGEN	11.7	-0.8
teva	7.9	-4.1
 OCS <small>Challenging the Status Quo</small>	21.5	-7.2
 Biogen	5.5	-24.2

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Success story

Assessment of China's Hepatitis B treatment market



Explore how a major biopharma company was able to gain holistic insights into the Hepatitis B treatment market in China, and successfully identify key growth opportunities, by partnering with Netscribes. >>

Join us as we explore the latest trends and future opportunities in the nutraceuticals industry with DFE Pharma and OmniActive Technologies.



WEBINAR

Nutraceuticals: Current trends and future possibilities

Speakers:



Ms. Sohini Sarkar
Project Manager
Netscribes



Mr. Sanjaya Mariwala
Chairman and Managing Director
OmniActive



Mr. Sander van Gessel
Director - Innovation & Technical Solutions
DFE Pharma

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here

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2021

15:30hrs - 16:30hrs
(Indian Standard Time)



Identify opportunities for a differential advantage through a cohesive view of healthcare markets. [Learn more.](#)

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