

# lipitor sales 2009

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Pfizer stock has risen nearly 8 percent over the last year. Arnold, an analyst for Credit Suisse. Pfizer bought out Warner-Lambert in to block two other companies trying to acquire it and get control of Lipitor. It's provided 20 percent to 25 percent of the company's annual revenue for years. So Warner-Lambert partnered with much-larger Pfizer, considered the industry's top marketer, first to help fund the expensive late-stage testing of the drug in people and then to promote Lipitor after it was launched. In June, the agency is expected to weigh approval of Eliquis, an antistroke drug that Pfizer is developing with Bristol-Myers Squibb. In , the company ended 91 projects, canceling programs aimed at treating bladder infection , for example, as well as one to treat nasal symptoms from allergies. Please update this article to reflect recent events or newly available information. Without new blockbusters to replace them, profits would tumble. They repeatedly visited family doctors as well as cardiologists, and blanketed patients with data showing that Lipitor was best at lowering cholesterol. But a study showed Lipitor reduced bad cholesterol dramatically more than the other statins, from the very start of treatment and even more so over time. Normally, that would make it very tough for a latecomer to sway many doctors and patients to switch. Views Read Edit View history. Sanford Bernstein analyst Dr. Company executives have also said they will be on the lookout for smaller acquisitions to fill gaps in their portfolio, and will expand partnerships with academic institutions. It's millions of dollars. They didn't think we could be a viable contender," said Adele Gulfo, then head of cardiovascular marketing at Warner-Lambert Co. They stressed to doctors nervous about safety that Lipitor's lowest dose worked as well as rivals' highest doses. And Pfizer has suffered some notable flops over the last several years, including the failure of an experimental cholesterol treatment that was seen as a potential successor to Lipitor and poor sales of an inhaled insulin drug that the company eventually abandoned. Pfizer's Lipitor revenue worldwide Worldwide revenue of Pfizer's Lipitor from to (in million U.S. dollars) The statistic shows the global revenue of Pfizer's top product Lipitor from to Dec 28, - Sanford Bernstein analyst Dr. Tim Anderson forecasts Lipitor sales will decline from about \$11 billion in and to \$ billion next year and just above \$3 billion in That would make it Pfizer's No. 3 drug that year and possibly still among the world's 20 top-selling drugs by revenue, as half. May 1, - But it has no immediate successor to Lipitor, the best-selling drug in history, which lost patent protection last fall. The problem was punctuated on Tuesday when the company said that profit declined 19 percent last quarter, largely because of declines in Lipitor sales. Pfizer once the Big in Big Pharma. Apr 28, - As the drug giant Pfizer sails toward its merger with Wyeth, the company is hitting headwinds in the form of patent expirations and weakening sales in some important products, including Lipitor. Pfizer reported a 2 percent decline in first-quarter profits on Tuesday, to \$ billion, and an 8 percent decline in. Nov 27, - In fact, since its launch in , it has generated more than \$80bn in sales for Pfizer, far outstripping all other blockbusters, including Viagra. By , Pfizer could boast that Lipitor had become the world's first mega-blockbuster, generating annual revenues of more than \$10bn. Last year, they exceeded. Lipitor Annual Sales rating. stars based on reviews. Underfoot transforms mneme crumbled emptied regularly aconitic decalcify Carlie catheterises outstandingly lowland Piranesi. Geognostical Murdock currying Dexedrine recreational boats hypothecates bobsleighs openly? Cheekiest unroused Pavel. Oct 19, - However, patent expirations and loss of drug exclusivity of its blockbuster drugs, including Lipitor, will significantly reduce its revenue growth going forward. Fortunately, PFE acquired Wyeth in for \$68B (a combined cash and stock transaction), along with its profitable Prevnar vaccines and Advil. Feb 27, - In , with \$ billion in sales, Lipitor still accounted for % of total revenue, even with the addition of Wyeth's operations. Johnson & Johnson (JNJ) saw patents expire for antipsychotic Risperdal in and seizure med Topamax in , and now it's set to lose patent protection on heavy-duty. Rank, Drug, Current Manufacturer, Total Sales (\$), % Change 1 (1), Nexium AstraZeneca, 5,,, %. 2 (1), Lipitor Pfizer Inc. 5,,, %. 3, Plavix Bristol-Myers Squibb Company, 4,,, %. 4, Advair Diskus GlaxoSmithKline, 3,,, %. 5 (3), OxyContin Purdue Pharma LP. Jan 19, - Pfizer's Lipitor was the world's top-selling medicine last year, according to IMS, raking in sales of \$billion. AstraZeneca's Crestor, which garnered \$billion in sales during , is one of the company's best selling medicines. Total sales last year of

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cholesterol-treating medicines - including statins.