

**Introduction**

Recently, the pharmaceutical industry, which is composed of drug makers, distributors, and wholesalers, along with biotechnology firms, has been doing very well relative to other industries. Between 1992 and 2002, revenue has more than tripled among biotech firms alone, reaching nearly \$30 billion. An increasingly aging population taking more and more medications promises further growth.



**Industry Leaders and Fragmentation**

The amounts are given in billions USD

Company	Country	Sales	Profits	Market Value
Abbott Laboratories	United States	\$30.76	\$5.75	\$94.29
Astellin	Switzerland	\$1.71	\$0.30	\$5.02
Alison Pharmaceuticals	United States	\$0.39	\$0.30	\$4.56
Astellis Holdings	Japan	\$18.87	\$0.06	\$2.04
Amersunoedingeren	United States	\$75.76	\$0.54	\$7.83



**Industry Composition**

**Profitability and Demand Drivers**

**Primary Demand Drivers**

- Treatments demanded by global societies

**Profitability Drivers**

- Ability to discover and market new drugs
- Specializing in drugs that target specific ailments