

lipitor sales in 2010

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Back in the early s, the public was just starting to learn what cholesterol was. But it has no immediate successor to Lipitor, the best-selling drug in history, which lost patent protection last fall. Thank you for subscribing. That is what our core is. Pfizer profited from hits like Lipitor and Viagra , and swallowed up smaller companies from the s onward. It closed a research center in Britain and has been trimming its facility in Groton, Conn. Its patent is still in force in many major foreign countries and Pfizer is promoting it heavily in emerging markets such as China. Meanwhile, health groups kept lowering the cholesterol targets in national guidelines, making millions more patients good candidates for statin treatment, as new research showed the link between cholesterol levels and consequences such as heart attacks. Pfizer stock has risen nearly 8 percent over the last year. Read, who took over as chief executive in late after Jeffrey B. Read said he agreed. There was little evidence that controlling it with medication could be so crucial in preventing disability and early death, and the coming epidemic of obesity and diabetes in an aging population wasn't foreseen. Drug executives are asking themselves: It's the only brand-name drug among the 20 most-dispensed drugs in the U. Its patent is still in force in many other countries and Pfizer is promoting it heavily in emerging markets such as China. So Pfizer spent tens of millions on ads, including on the popular drama "ER," first urging patients to "Know Your Numbers" and then showing patients discuss how Lipitor helped them get their cholesterol numbers below guideline goals. The statistic shows the global revenue of Pfizer's top product Lipitor from to Pfizer Inc. is a multinational pharmaceutical corporation. The company is headquartered in Midtown Manhattan, New York City. In , Pfizer's Lipitor generated some billion U.S. dollars of revenue. Due to patent loss in end Nov 6, - Over the past decade, Lipitor was the most widely used branded prescription treatment for lowering blood cholesterol levels. Global Lipitor sales peaked at \$13 billion in and has been on a downward trend ever since. Lipitor lost patent exclusivity in Canada in May , Spain in July , Brazil in 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. Feb 1, - exclusivity of Lipitor in many major markets later this year. Financial Guidance(16). For full-year , Pfizer's financial guidance, at current exchange rates(15), is summarized below. Reported Revenues. \$ to \$ billion. Adjusted Cost of Sales(1) as a Percentage of Revenues. % to %. Feb 10, - The following table ranks the top 15 prescription drugs sold by pharmaceutical and biotechnology companies in and shows year-over-year sales comparisons. The rankings are based on data from company figures. Sales of drugs sold by multiple companies are combined. All figures are in U.S. Jul 18, - Pfizer Wednesday reported lower-than-expected quarterly earnings on competition with generics, and said global sales of cholesterol fighter Lipitor fell Lipitor, whose U.S. patent could expire as soon as , is showing weakness at a time when Pfizer has no apparent cholesterol medicine to replace it. Jul 9, - That's right, Lipitor, once the world's biggest selling drug peaking at annual sales of more than \$9 billion and with lifetime sales of more than \$ billion is expected to generate about \$3 --Advertising directly to consumers during patent years to boost usage, spending \$ billion from to Aug 2, - Pfizer may lose billions in Lipitor sales. Patent on world's drug, is valid. This means that Pfizer has patent protection on the cholesterol-cutting drug until March of This chops 15 months off the Pfizer patent, which is critical, considering that Lipitor sales totaled \$ billion in If Pfizer can't find. Forres Mechanics Football Club. The oldest club in the Highland League. Mosset Park - Home of the Mighty Cans. Drug: Lipitor (atorvastatin calcium) Company: Pfizer Summary: Mega-blockbuster cholesterol drug Lipitor won't face competition until , even though one of the patents expires next month. The blockbuster has been seeing a sales decline, as Pfizer raked in almost \$ billion in Lipitor sales last year--a good deal lower.