

# lipitor annual sales 2010

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It's the only brand-name drug among the 20 most-dispensed drugs in the U. Pfizer benefited from some lucky timing: Jason Mazzarella , a product manager at IMS Health, thinks that's partly because patients with tight budgets are more likely to go without cholesterol pills than drugs for conditions with obvious symptoms, and generic Lipitor would be more affordable for them. Lipitor's share of statin prescriptions dropped to 9. Figures from data firm IMS Health on prescriptions for Lipitor and competing drugs that lower LDL or bad cholesterol, the class called statins, show the number of Lipitor prescriptions filled in the seven days ended Dec. From Wikipedia, the free encyclopedia. While Lipitor and Crestor generate most of the money from cholesterol medicines, much-cheaper generic versions of three older statins - Zocor, Pravachol and Mevacor - account for almost two-thirds of statin prescriptions. All those new patients boosted sales for the whole statin class, particularly Lipitor. In recent years, Pfizer has focused on creating other types of drugs and on another unprecedented strategy this one for hanging onto Lipitor revenue until June, when multiple new generic Lipitor versions will join one sold by Ranbaxy Laboratories and the authorized generic from Watson Pharmaceuticals Inc. Views Read Edit View history. 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, - During the past decade Pfizer's (NYSE:PFE) Lipitor generated \$ billion in cumulative global revenue. Today, Lipitor Lipitor lost patent exclusivity in Canada in May , Spain in July , Brazil in August , Mexico in December , Japan in June and in Australia in April In the US. 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, - TARGETS. ? Fourth-Quarter Revenues of \$ Billion; Full-Year Revenues of \$ Billion . Lipitor in Canada and Spain in May and July , respectively, as well as Aricept in the. U.S. in Additionally, in fourth-quarter , Pfizer reached a settlement with the U.S. Internal Revenue. Nov 2, - NEW YORK (Reuters) - Pfizer Inc reported disappointing sales on Tuesday, hurt by generic competition for its Lipitor cholesterol fighter and Effexor XR depression drug as well as weak revenue in emerging markets. People walk past the Pfizer World headquarters in New York, February 3, 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 Dec 19, - Lipitor's patent loss has been closely watched across the pharmaceutical industry, where most companies face generic competition, and a big revenue hit, for at least some of their top drugs over the next few years. Figures from data firm IMS Health on prescriptions for Lipitor and competing drugs that lower. Dec 30, - 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. Forres Mechanics Football Club. The oldest club in the Highland League. Mosset Park - Home of the Mighty Cans. Mar 27, - It is a different world from when Lipitor made \$bn annual sales for Pfizer, followed by the blood thinner, Plavix from Bristol-Myers Squibb with \$bn revenue. That year the world's top 10 drugs racked up total sales of \$bn. Both Lipitor and Plavix have since lost patent protection and sales.