

# Big Pharma Outlook to 2026



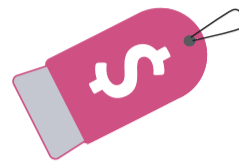
Big Pharma is poised for growth because of strong launch portfolios, the availability of high-potential pipeline assets, and a focus on high-performing markets. This outlook has been created using in-house sales forecasts from the 10 companies that form Pharma Intelligence's Big Pharma peer set.



Big Pharma will add **\$25.3bn** out to 2026, generating **\$332bn** in 2026.



Pfizer will be supplanted by Roche to gain top ranking in prescription drug sales.



Keytruda will become the highest selling product with global sales forecast at **\$9bn**



Big Pharma's launch portfolio is set to add **\$53.8bn** in revenues.



**2015** Infectious Diseases

**2026**

Oncology will maintain the largest proportion of Big Pharma prescription sales out to 2026.



## Revenues

2026: Big Pharma will add \$25.3bn in revenues out to 2026, generating \$332bn in prescription pharmaceuticals sales.

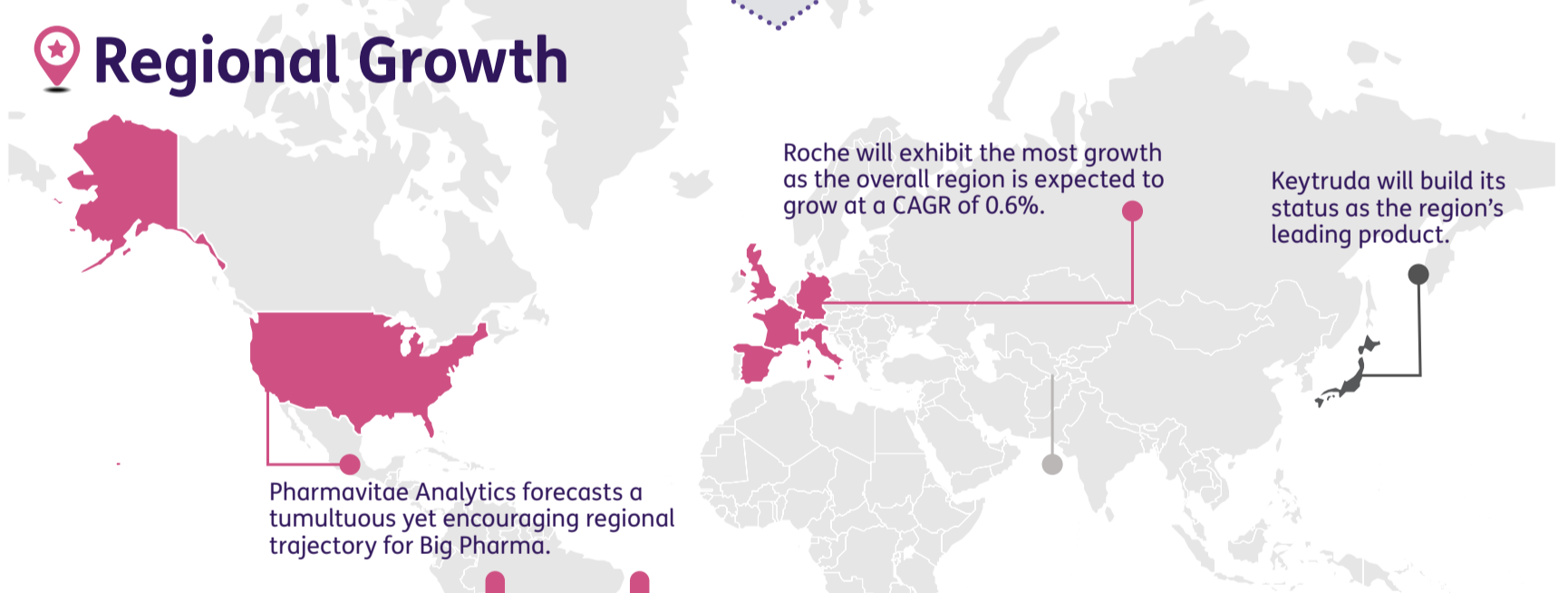
2016                      2018                      2020                      2022                      2024                      2026

2017                      2019                      2021                      2023                      2025

2016–2018: A decline in revenue is expected in 2017 owing to the onset of generic competition

2021–2026: Big Pharma will add \$9.6bn in sales between 2021–26 as growth decelerates owing to maturing portfolios.

## Regional Growth



## Products

By 2026

Big Pharma will have **36** new blockbusters **BUT** **33** products will lose blockbuster status

Keytruda will make inroads into the oncology market with sales of **\$8.9bn**



## Therapies

Oncology will account for the largest proportion of Big Pharma prescription sales in **2026**



\$62.3bn

In 2016, the oncology market accounted for \$62.3bn (20.3%) of Big Pharma sales, buoyed by the recent innovation in immuno-oncology.

Big Pharma will add **\$34.4bn** in oncology sales.



The infectious diseases market for Big Pharma will remain stagnant at a CAGR of **-0.1%**



The immunology and inflammation therapy area will grow modestly as major biosimilar threats are thwarted by innovative product launches.

