Discover what's new in Cortellis Competitive Intelligence

Claudia Haas, Monica Romero & Rob Provines | November 2025

What is Cortellis Competitive Intelligence?

Global pipeline and competitor data, from discovery to launch:

100K+ pipeline products

300K+ company profiles

Updated daily

5,500+ products with orphan drug designation

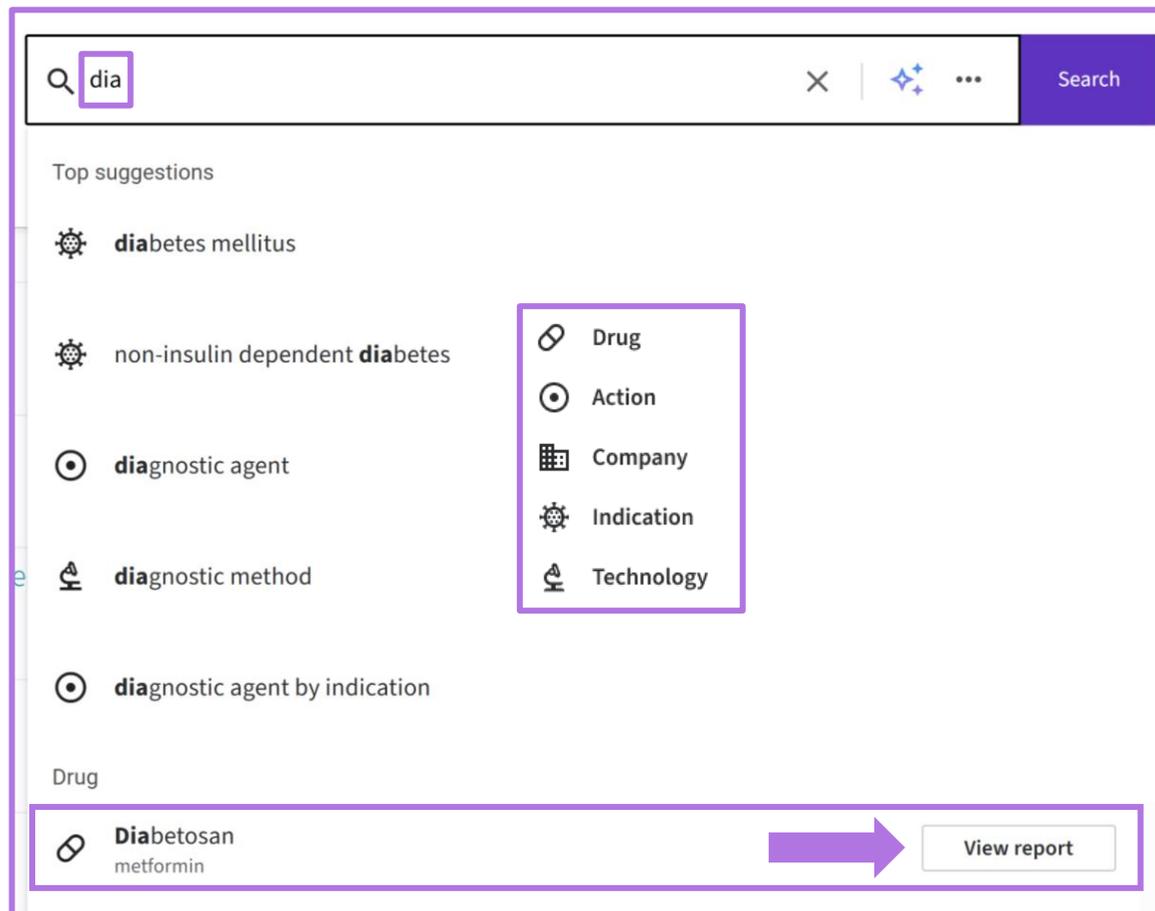**1,400+ drug level SWOT analyses**

Hundreds of industry & scientific experts

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New search interface

New search interface

Faster, easier access to valuable data with more relevant search suggestions and synonyms
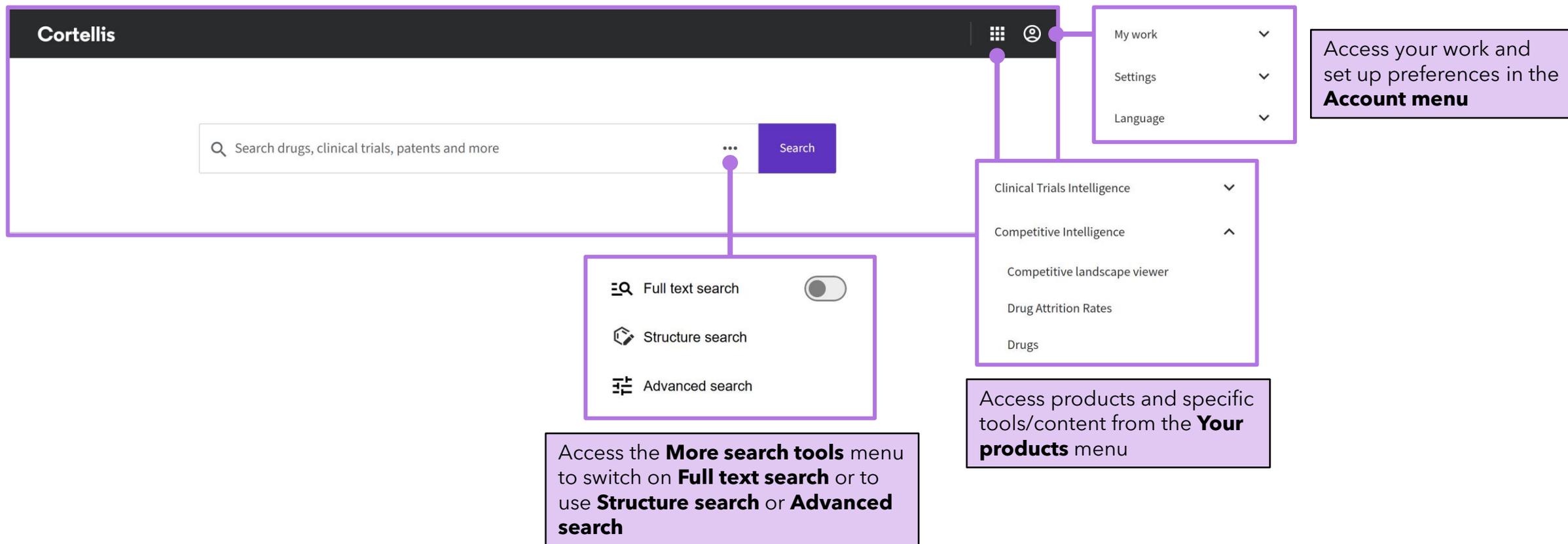

Start typing and select relevant terms from the list of suggestions

Icons indicate search result categories

Access Drug and Company reports with a single click

Synonyms (i.e. metformin) are listed below search terms

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New search interface

Cortellis

Search drugs, clinical trials, patents and more **...** **Search**

My work ⌄

Settings ⌄

Language ⌄

Access your work and set up preferences in the **Account menu**

Clinical Trials Intelligence ⌄

Competitive Intelligence ⌃

Competitive landscape viewer

Drug Attrition Rates

Drugs

Access products and specific tools/content from the **Your products** menu

▤ Full text search

◩ Structure search

⇄ Advanced search

Access the **More search tools** menu to switch on **Full text search** or to use **Structure search** or **Advanced search**

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New search results page

New search results page

A modern, intuitive layout, with quicker access to key filters, customizable tables and more

Run your search and click the [Switch to new view] button in the upper right to access the new search results page

Switch to different report types

Quick access to key filters

New search results page

Quickly filter for drugs that have specific information

All Filters section provides filter groups for easier access

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New search results page

Deselect or re-arrange columns in the table

Select all alert settings in a single window

New Industry Report

New Industry Report*

Forecasts and analysis for major companies, key therapy areas and top products

New Industry Report

Industry Overview

Industry Report

Industry Overview

Industry Overview includes an Executive Summary, key themes for the year, and sales and forecasts for the world pharmaceutical market

⬇ Download

Executive Summary

- Compared to 2022 (where YoY growth was 7%), the global pharmaceutical industry's* YoY growth wit[...] substantial decrease in the sales of COVID-19 vaccines and treatments. In terms of therapy area, the [...] pharmaceutical industry, by contributing the maximum drug bran sales. Other key therapy areas tha[...] include Endocrine/Metabolic, Neurology/Psychiatric, Cardiovascular, and Musculoskeletal Pain.

- In addition, Keytruda, Humira, Ozempic, Eliquis, and Biktarvy were the top-selling drug brands in 202[...] position as a top-performing drug throughout the forecast cycle (2024-2030). In 2030, other key cont[...] Mounjaro, Tagrisso, and Ozempic.

- In 2023, AbbVie, Pfizer, Johnson & Johnson and Merck & Co were the top contributors in global ethica[...] sales for 2024 will show a growth trend, primarily supported by the United States market.

- Furthermore, amidst the slowdown of global ethical drug sales, the sales from the U.S. market obser[...] was estimated in the ROW market, due waning demand for COVID-19 treatments and vaccines. In the[...] rate to plateau.

- Clarivate identifies some underlying themes below, which shaped the biopharmaceutical market in 2[...]

The Surge of GLP-1 Agonists Amidst Their Expanding Role in Healthcare

- Traditionally dominated by cancer therapies, this year's top-selling drug brands list witnessed the un[...] third place. This noteworthy development came on the heels of the meteoric rise of Ozempic's popul[...] China. Ozempic, which is also seen as a miracle drug for the treatment of diabetes, provides various [...] risks and considerable weight loss (in the range of 12-15%). With obesity reaching epidemic levels ac[...] has been created for drugs that can enable rapid weight loss without many side effects. For instance,[...] (CDC), over two in five U.S. adults are afflicted with this chronic condition. This presents a significant [...] effectively tapped by developers of Ozempic, as the drug gained popularity for its treatment efficacy [...] further capitalize on a demand for weight loss drugs, which can provide an alternative to the existing [...] procedures, Novo Nordisk launched Wegovy.

World Pharmaceutical Market ⓘ

View 🔲 ▦

Select by chart type
Sales (USD M) ▾
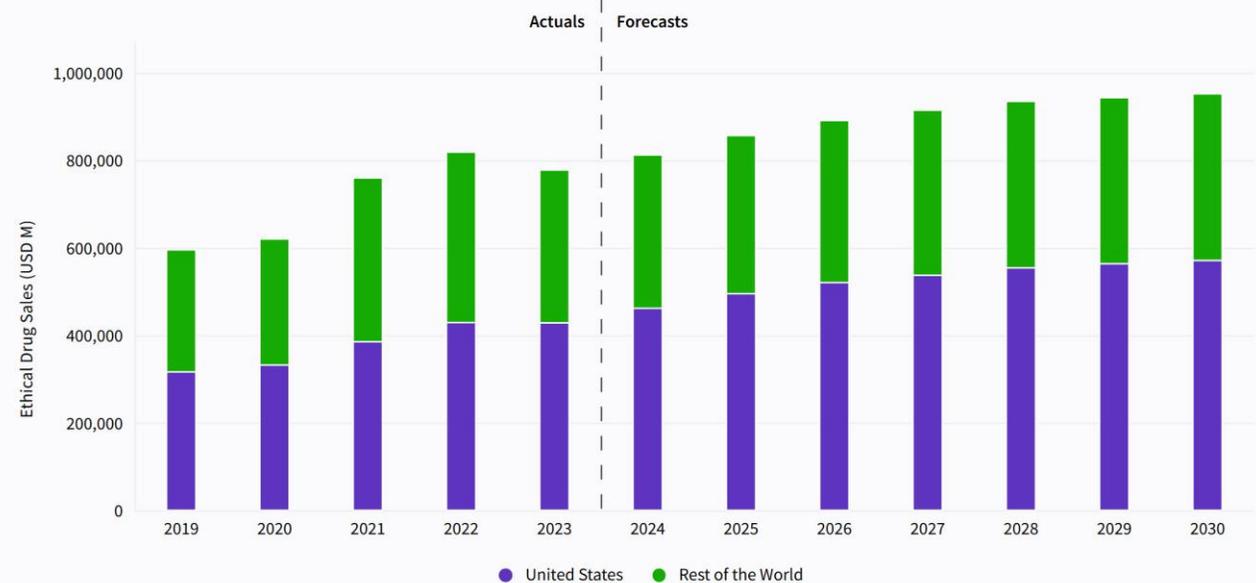
Actuals | Forecasts

New Industry Report

Company Overview

Industry Report   ⬇ Download

| Industry Overview | Company Overview |

Company Overview includes sales for the Top 10 companies

Select by region
All Countries ▾

Top 10 Companies Ranked by Sales in All Countries   View ◔ ▦
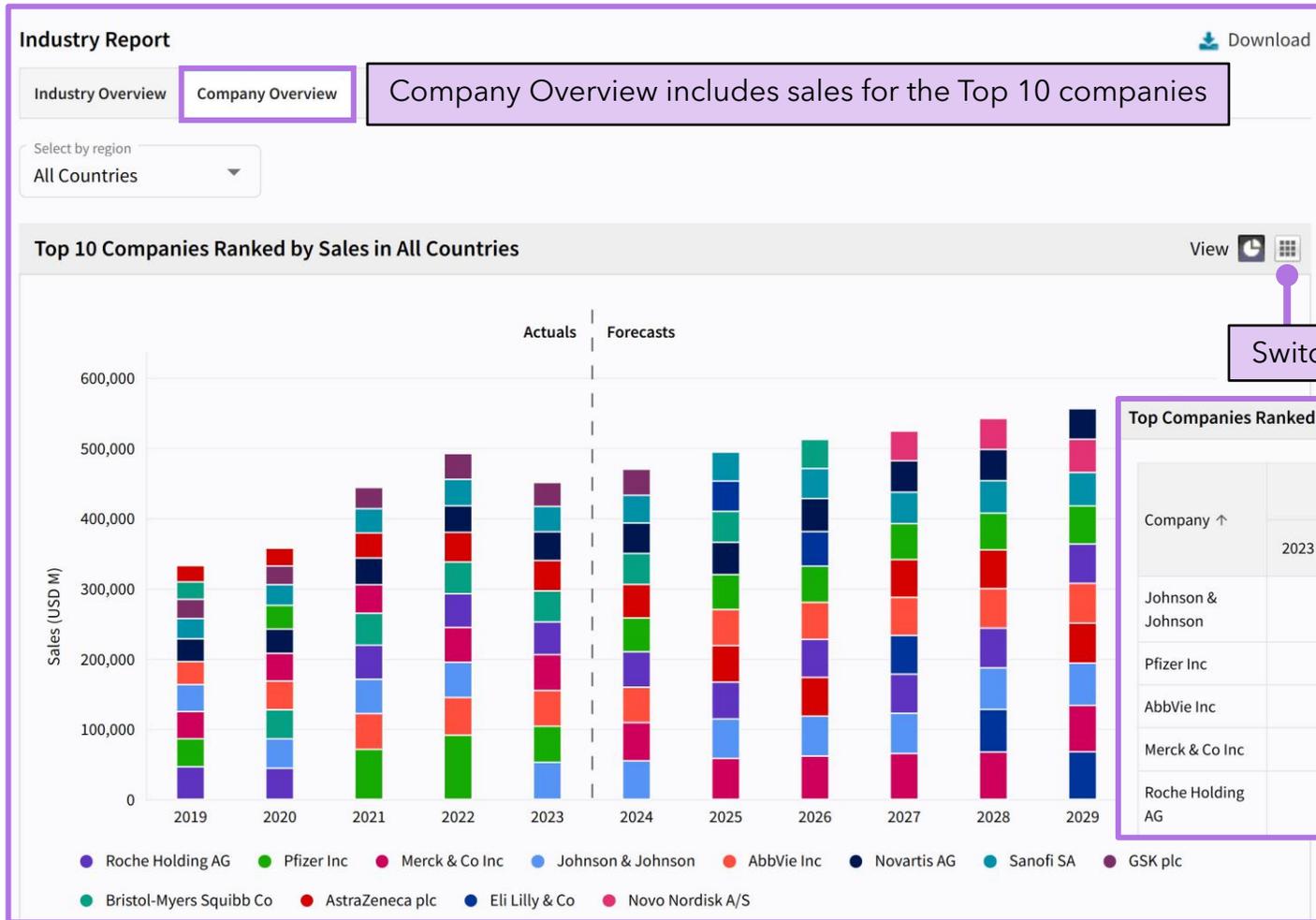
Switch to Table View for rankings and additional companies

Top Companies Ranked by Sales in All Countries   View ◔ ▦

Company ↑	Rank		Actuals (USD M)						Forecasts (USD M)							CAGR (2023-2030) (%)
	2023 ↑	2030 ↑	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	
Johnson & Johnson	1	3	38,297	41,842	48,694	50,098	52,573	54,762	56,152	56,729	57,236	59,231	60,348	60,962	2.14
Pfizer Inc	2	6	39,833	33,702	71,000	91,266	51,344	48,183	49,735	51,545	51,244	52,257	54,170	55,580	1.14
AbbVie Inc	3	5	32,755	40,783	51,056	53,628	50,965	50,457	51,441	52,615	54,260	56,184	56,669	56,073	1.37
Merck & Co Inc	4	2	38,709	39,400	40,511	49,586	50,946	54,376	58,170	61,539	65,177	67,320	65,837	63,493	3.2
Roche Holding AG	5	7	46,332	44,266	48,538	47,911	46,600	50,291	52,397	54,119	55,721	56,487	55,972	54,927	2.38

Legend:
● Roche Holding AG ● Pfizer Inc ● Merck & Co Inc ● Johnson & Johnson ● AbbVie Inc ● Novartis AG ● Sanofi SA ● GSK plc
● Bristol-Myers Squibb Co ● AstraZeneca plc ● Eli Lilly & Co ● Novo Nordisk A/S

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New Industry Report

Therapy Area Overview
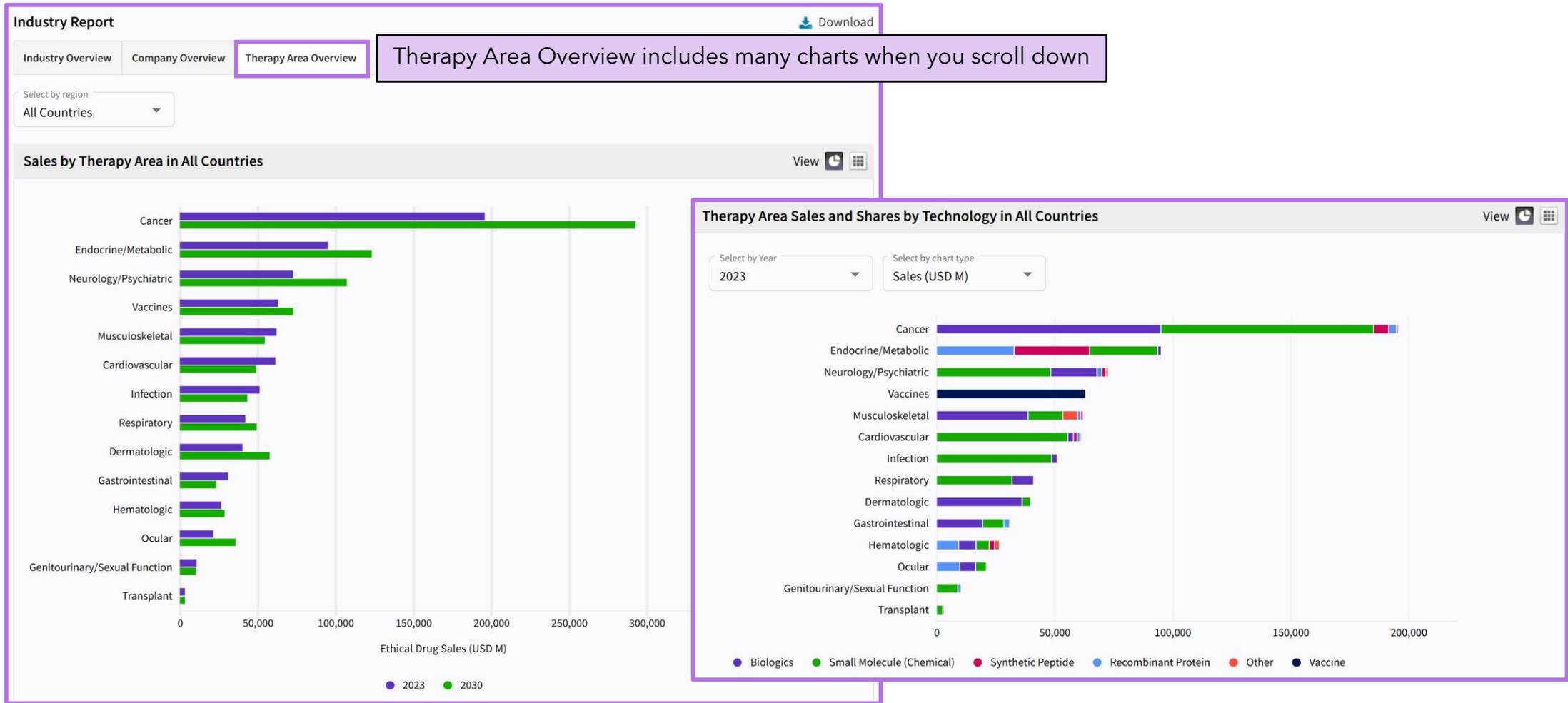
New Industry Report

Drug Overview
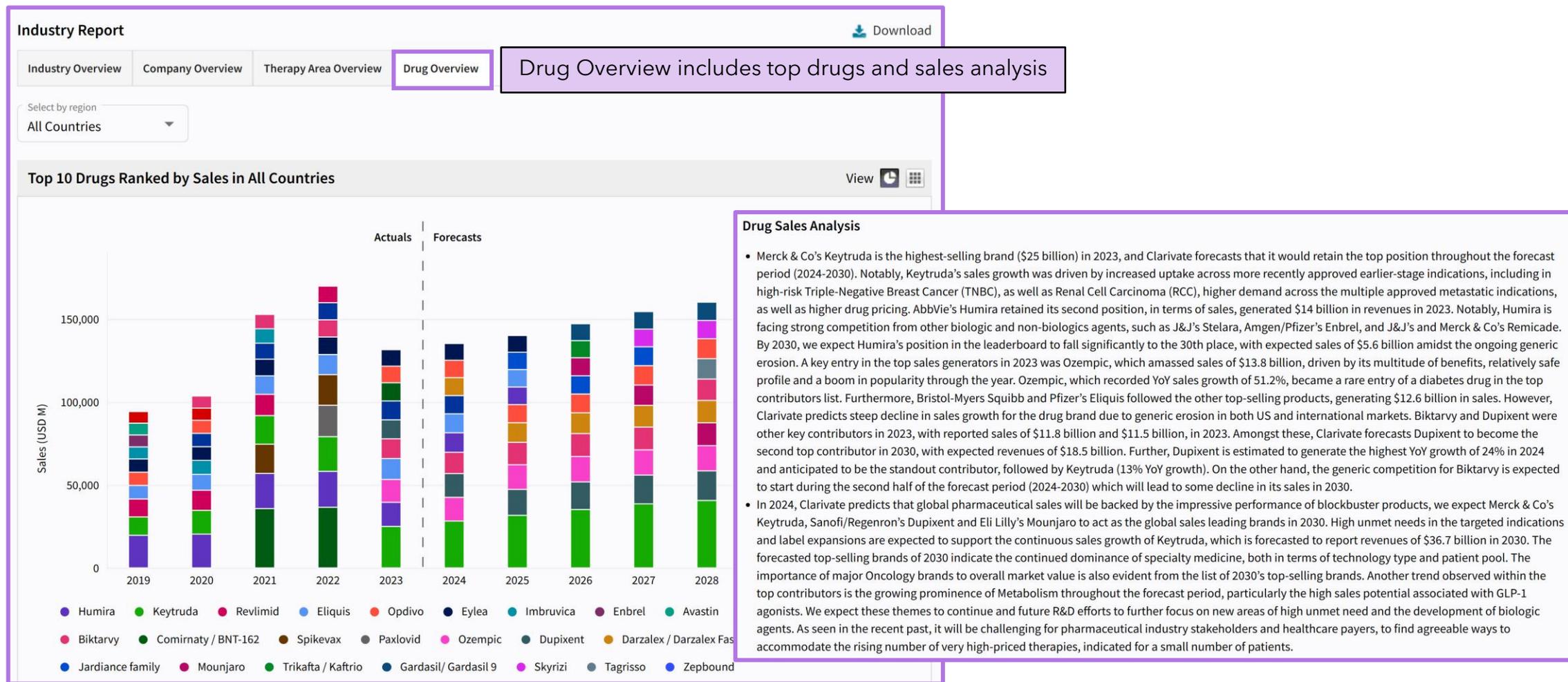
Industry Report   ⬇ Download

| Industry Overview | Company Overview | Therapy Area Overview | Drug Overview |

Drug Overview includes top drugs and sales analysis

Select by region
All Countries ▾

Top 10 Drugs Ranked by Sales in All Countries   View 🥧 ▦

Drug Sales Analysis

- Merck & Co's Keytruda is the highest-selling brand ($25 billion) in 2023, and Clarivate forecasts that it would retain the top position throughout the forecast period (2024-2030). Notably, Keytruda's sales growth was driven by increased uptake across more recently approved earlier-stage indications, including in high-risk Triple-Negative Breast Cancer (TNBC), as well as Renal Cell Carcinoma (RCC), higher demand across the multiple approved metastatic indications, as well as higher drug pricing. AbbVie's Humira retained its second position, in terms of sales, generated $14 billion in revenues in 2023. Notably, Humira is facing strong competition from other biologic and non-biologics agents, such as J&J's Stelara, Amgen/Pfizer's Enbrel, and J&J's and Merck & Co's Remicade. By 2030, we expect Humira's position in the leaderboard to fall significantly to the 30th place, with expected sales of $5.6 billion amidst the ongoing generic erosion. A key entry in the top sales generators in 2023 was Ozempic, which amassed sales of $13.8 billion, driven by its multitude of benefits, relatively safe profile and a boom in popularity through the year. Ozempic, which recorded YoY sales growth of 51.2%, became a rare entry of a diabetes drug in the top contributors list. Furthermore, Bristol-Myers Squibb and Pfizer's Eliquis followed the other top-selling products, generating $12.6 billion in sales. However, Clarivate predicts steep decline in sales growth for the drug brand due to generic erosion in both US and international markets. Biktarvy and Dupixent were other key contributors in 2023, with reported sales of $11.8 billion and $11.5 billion, in 2023. Amongst these, Clarivate forecasts Dupixent to become the second top contributor in 2030, with expected revenues of $18.5 billion. Further, Dupixent is estimated to generate the highest YoY growth of 24% in 2024 and anticipated to be the standout contributor, followed by Keytruda (13% YoY growth). On the other hand, the generic competition for Biktarvy is expected to start during the second half of the forecast period (2024-2030) which will lead to some decline in its sales in 2030.
- In 2024, Clarivate predicts that global pharmaceutical sales will be backed by the impressive performance of blockbuster products, we expect Merck & Co's Keytruda, Sanofi/Regenron's Dupixent and Eli Lilly's Mounjaro to act as the global sales leading brands in 2030. High unmet needs in the targeted indications and label expansions are expected to support the continuous sales growth of Keytruda, which is forecasted to report revenues of $36.7 billion in 2030. The forecasted top-selling brands of 2030 indicate the continued dominance of specialty medicine, both in terms of technology type and patient pool. The importance of major Oncology brands to overall market value is also evident from the list of 2030's top-selling brands. Another trend observed within the top contributors is the growing prominence of Metabolism throughout the forecast period, particularly the high sales potential associated with GLP-1 agonists. We expect these themes to continue and future R&D efforts to further focus on new areas of high unmet need and the development of biologic agents. As seen in the recent past, it will be challenging for pharmaceutical industry stakeholders and healthcare payers, to find agreeable ways to accommodate the rising number of very high-priced therapies, indicated for a small number of patients.

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New Industry Report

Downloads

New Industry Report

Links to the Industry Report in other locations

The Industry Report can also be accessed from a Drug or Company Report

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Drug Analog Generator

Drug Analog Generator*

Simulate product sales and examine a product's lifecycle

*depending on your company's subscription

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Drug Analog Generator

The Drug Analog Generator

Home | Methodology | Analog Finder | Analog Summary | Sales Simulator | Tool Guide

Analog Generator

The Analog Generator enables identification of analog products with the nearest matching desirable drug parameter to a product of interest. The tool also provides actual reported sales curves for the U.S. along with concise drug annotations. The Drug Analog Generator Includes the following three Tools:

Analog Finder

Create a scenario and select analogs from available drug attributes and sub-attributes.

Select Analog Finder

The Analog Finder allows to choose desired attributes from 19 parameters to model a market scenario and generate analogs.

Analog Summary

Review description for each of the analog selected in the Analog Finder.

The Analog Summary allows for analysis of selected analogs from the Analog Finder tab.

Sales Simulator

Simulate sales for selected analogs and customize output data.
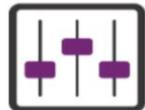
The Sales Simulator is based on tool-generated or user-defined analog(s) use this tool to simulate product sales and market scenario and to obtain the final data output of the analysis.

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Drug Analog Generator

Analog Finder

Home   Methodology   **Analog Finder**   Analog Summary   Sales Simulator

Tool Guide

**Select desired parameter to model a scenario**

The Analog Finder allows you to choose the parameters for a certain scenario. All are selected automatically. De-select some of them to make changes.

↺ Reset Filters

Black Box Warning
- ☑ Select All
- ☑ No
- ☑ Yes

Co-Promotion
- ☑ Select All
- ☑ No
- ☑ Yes

Dosing Frequency
- ☑ Select All
- ☑ Annual
- ☑ Biannual
- ☑ Bimonthly
- ☑ Biweekly
- ☑ Daily
- ☑ Monthly

Dosing Frequency Change
- ☑ Select All
- ☑ Not Applicable
- ☑ OD to TDS/BD
- ☑ Others
- ☑ TDS/BD to OD
- ☑ Weekly to Monthly

Drug Technology
- ☑ Select All
- ☑ Biologics
- ☑ Gene Therapy
- ☑ Other
- ☑ Small Chemical Molecules
- ☑ Synthetic Peptide
- ☑ Vaccine

Generic/Biosimilar
- ☑ Select All
- ☑ Genericized
- ☑ Non Genericized

Launch Timing
- ☐ Select All
- ☐ Before 2005
- ☑ 2005-2010
- ☐ After 2010

Lead Indication Approved Age R...
- ☑ Select All
- ☑ 18 years and above
- ☑ For all age groups
- ☑ Infants
- ☑ Infants+Pediatric
- ☑ Only elderly
- ☑ Pediatric

Market Type At Product Launch
- ☑ Select All
- ☑ Branded
- ☑ Generic
- ☑ Mixed

Mono/Combo Therapy
- ☑ Select All
- ☑ Combination therapy
- ☑ Monotherapy
- ☑ Monotherapy, Combination therapy

Order Of Entry
- ☐ Select All
- ☑ I
- ☐ II
- ☐ III
- ☐ Ivth or later

Orphan Status
- ☑ Select All
- ☑ No
- ☑ Yes

Peak Sales
- ☑ Select All
- ☑ <$500mn
- ☑ $500mn-$1bn
- ☑ $1bn-$5bn
- ☑ >$5bn

Reformulation
- ☑ Select All
- ☑ Injectable to Oral
- ☑ IV to SC
- ☑ Not Applicable
- ☑ Oral to Injectable
- ☑ Others
- ☑ SC to IV

Route Of Administration
- ☑ Select All
- ☑ IM
- ☑ Inhaler
- ☑ Injectable Others
- ☑ IV
- ☑ IV+SC
- ☑ Multiple

Therapy Area
- ☐ Hematology
- ☐ Metabolism
- ☐ Musculoskeletal_Pain
- ☑ Oncology
- ☐ Ophthalmology
- ☐ Respiratory
- ☐ Transplant

Type Of Lead Indication
- ☑ Select All
- ☑ Acute
- ☑ Chronic

Type Of Treatment
- ☑ Select All
- ☑ Disease curing
- ☑ Maintenance
- ☑ Prophylactic
- ☑ Symptomatic

Years To Peak
- ☑ Select All
- ☑ <5 years
- ☑ 5-8 years
- ☑ >8 years

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Drug Analog Generator
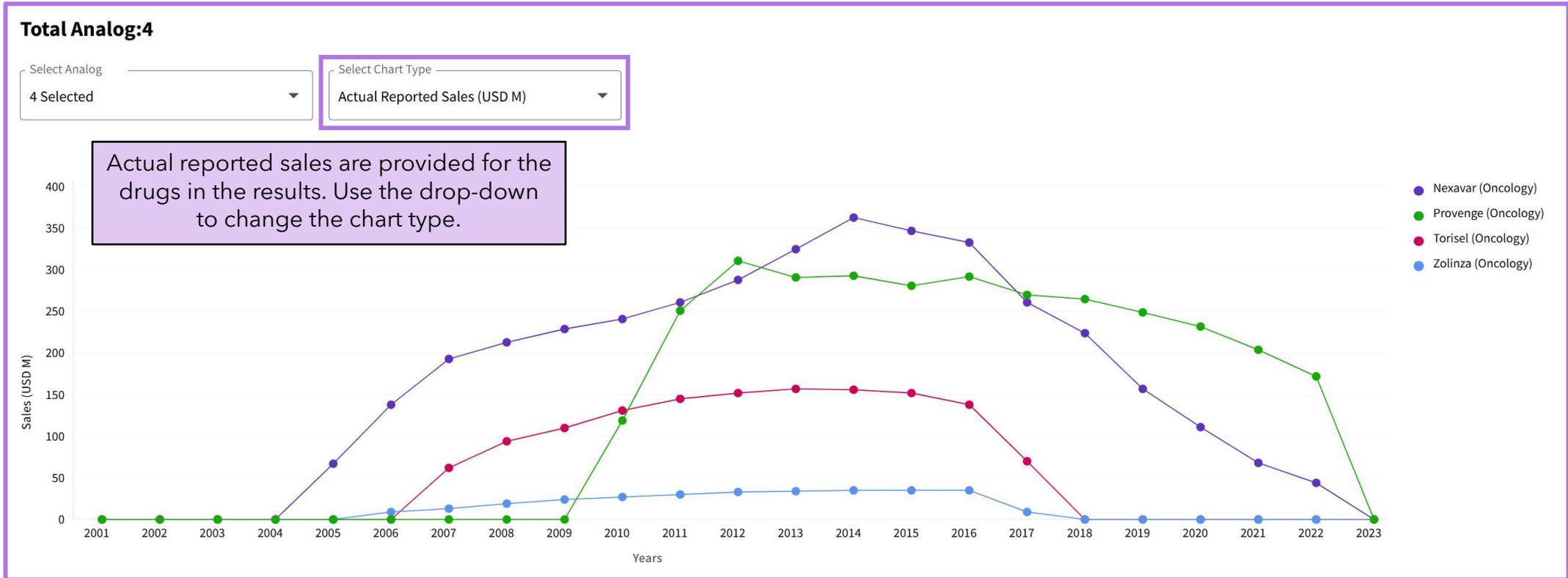
Analog Finder
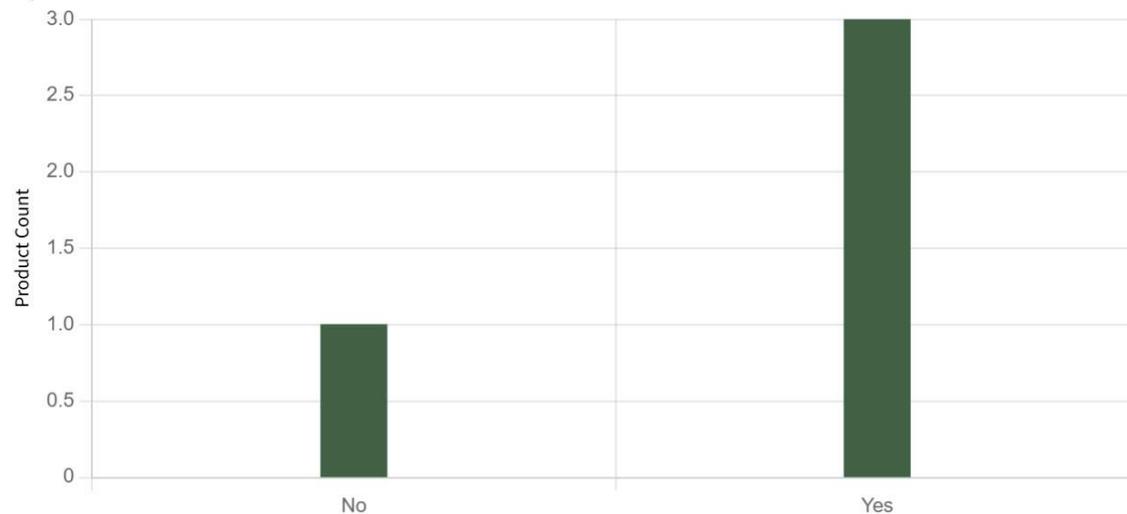
Drug Analog Generator

Analog Finder

Parameter Summary

Select Parameter

Orphan Status ▼

The chart below the sales chart shows how many drugs are categorized with each parameter. Use the drop-down to select a parameter.

Orphan Status

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Drug Analog Generator

Analog Summary

Drug Analog Generator

Sales Simulator

The Sales Simulator is based on tool-generated or user-defined analogs. Use this tool to simulate product sales and market scenarios AND to obtain the final data output of the analysis.

Important: For tool generated analogs you must select desired parameters in the Analog Finder tab. Otherwise, select a product here to directly apply a user-defined analog

Note: The values (in USD M) shown for the respective curves are not the actual reported sales and are calculated based on the input in "Peak sales" and the actual uptake curve.

Use the drop-downs to modify the settings for the Sales Simulator

Direct Comparator	Market Scenario	Curve Statistics	Standard Uptake/Erosion Rate	Peak Sales (USD M)	Show Values As
Abecma (Oncology) ▼	Product Uptake ▼	Actual Shares ▼	8 Year Slow ▼	Search here	Sales in (%) ▼
Select which direct comparator you would like to compare to your selected analog 1143	Select the type of market scenario	Select what type of data Statistics to apply to the curve	Select what type of data Statistics to apply to the curve	Input desired peak sales estimate for the sales simulator analysis	Choose to show values as sales in (USD M) or sales in (%)

Product Uptake Curves (Sales in %)

Three product uptake curves are displayed, with the percentage of peak sales based on the year after launch

| Selected Curves	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20
Simple Avg(of selected products)	31	54	69	70	78	83	88	89	94	100	100									
Abecma	81	100																		
8 Year Slow	5	10	22	40	61	78	90	100												

Simple average of the selected drugs

A single drug, which can be selected with the Direct Comparator drop-down in the upper left

Standard Uptake Rate of 8 Year Slow, which can be changed in the related drop-down above

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Drug Analog Generator

Sales Simulator
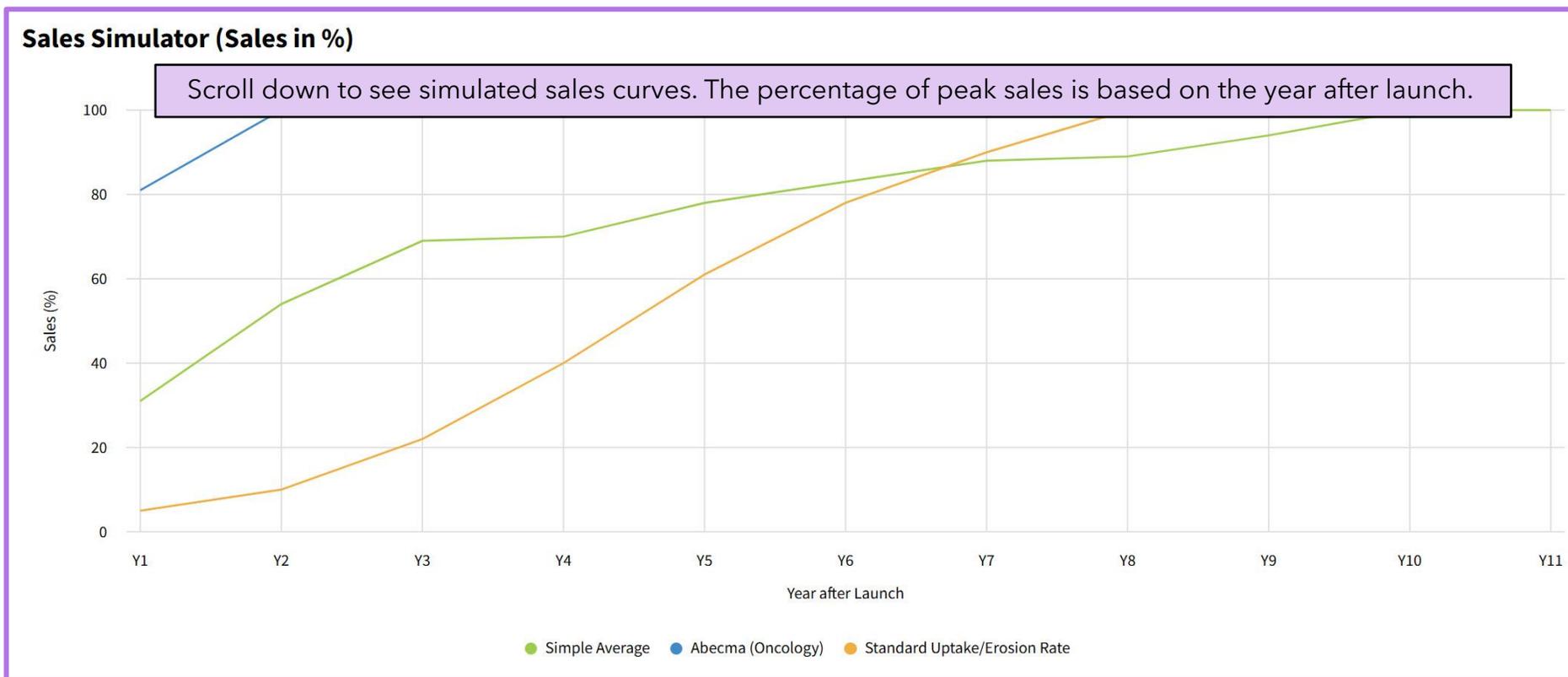
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You can login and run your own searches from <u>this link</u>

robert.provines@clarivate.com

Senior Customer Education Specialist

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