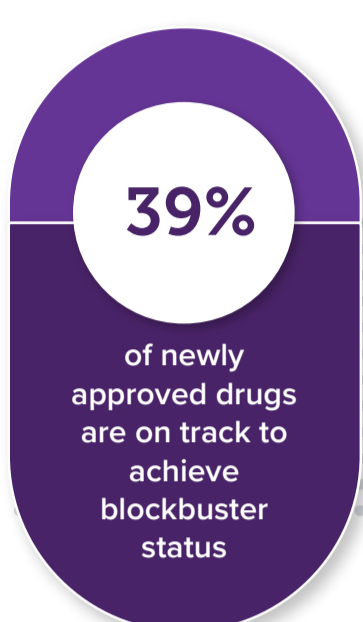


# BILLION DOLLAR BLUEPRINT: THE JOURNEY TO BLOCKBUSTER STATUS



Top-selling drugs in the industry generate billions every year. What sets these blockbusters apart? Using Evaluate Pharma data, we analysed nearly 200 such products to uncover potential success factors. Here's what we learned

## BLOCKBUSTER POTENTIAL

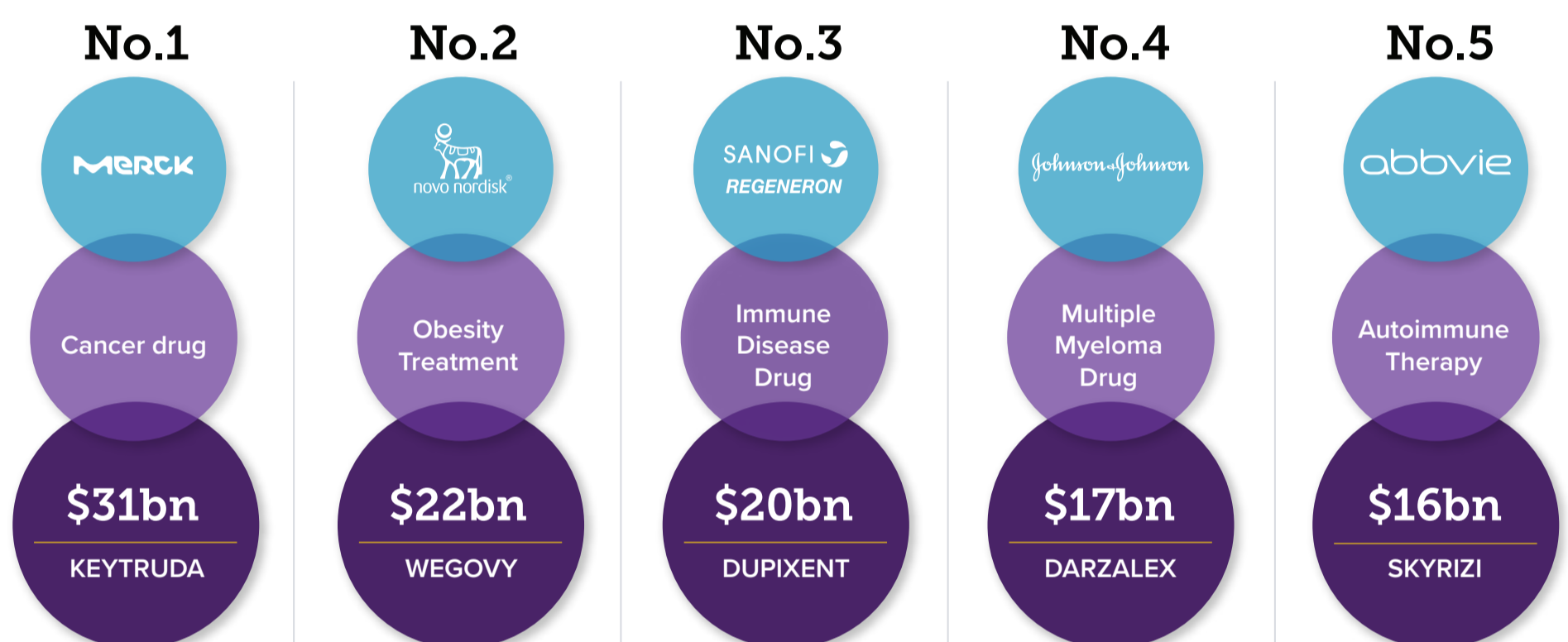


### Peak-year sales forecasts:

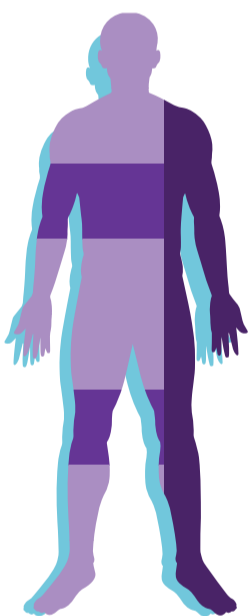
17 drugs	> \$10bn
42 drugs	> \$5bn
114 drugs	> \$2bn

## BIGGEST BLOCKBUSTERS

Top 5 non-COVID-related drugs by peak annual revenue:



## THERAPY AREAS LEADING THE FIELD



- 1 Antineoplastic and immunomodulating agents
- 2 General anti-infectives: systemic
- 3 Nervous system
- 4 Alimentary tract and metabolism
- 5 Respiratory system

## YEARS TO BECOME A BEHEMOTH

For the top-selling drugs, it took an average of:

**3 years**  
to generate > \$1bn  
(20 drugs)

**5.5 years**  
to generate > \$5bn  
(15 drugs)

**6.6 years**  
to generate > \$5bn  
(20 drugs)

## DEVELOPMENT vs. DEALMAKING

Most companies with blockbusters approved over the past decade oversaw clinical development internally.

**In the lead:**

**Eli Lilly**

With

**8 blockbusters developed in-house.**

For more insights on the making of a blockbuster,  
[DOWNLOAD THE FULL REPORT HERE.](#)



Analysis for this infographic comes from the Scrip series "The Making of a Blockbuster".  
[Learn more about Scrip here.](#)