

THE EXPECTATION VS REALITY OF DRUG LAUNCH

Drug launches are tough events to predict. There are varying forces at play, multiple considerations to juggle, and unexpected events can impact revenues and outcomes. This infographic reviews drug launches from recent years, comparing the expectation vs reality of launch, the increase in first-time launchers, and the impact of COVID-19 on the landscape.

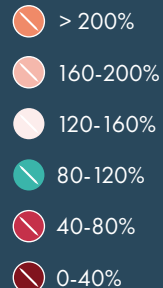
OVERVIEW OF US DRUG LAUNCHES (2012-2017)

YEAR 1 PERFORMANCE

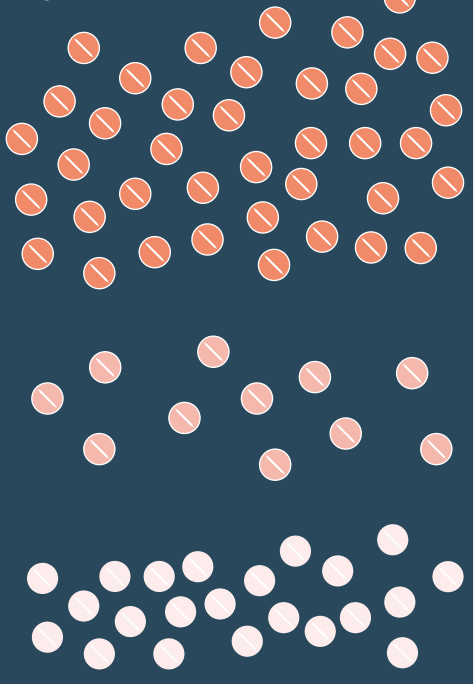
Forecast vs actual sales >>



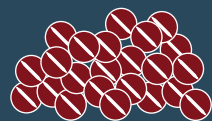
ACTUAL SALES AS A PERCENTAGE OF FORECAST



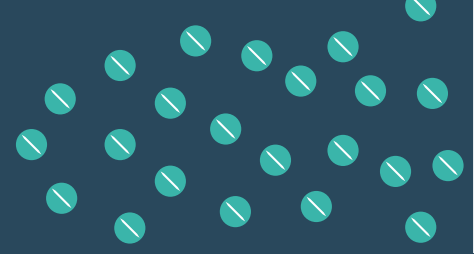
EXCEEDED



MISSED



MET



MISSED



Source: Deloitte, 2020

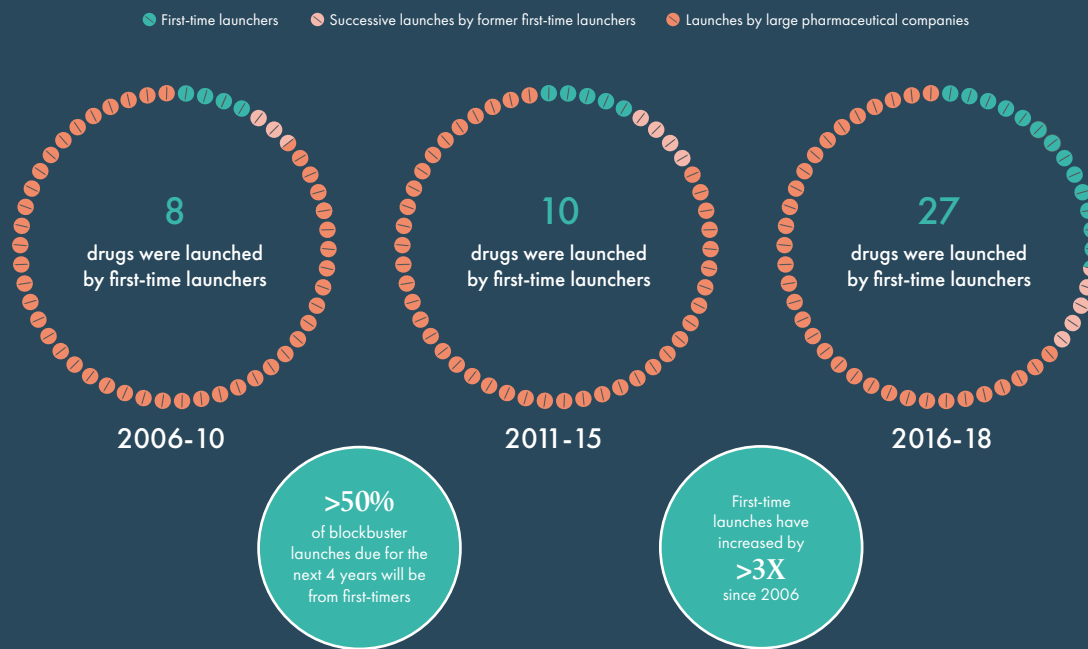
REASONS FOR SLOW YEAR 1



Source: Deloitte, 2020

THE GROWTH OF FIRST-TIME LAUNCHERS

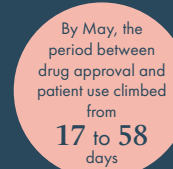
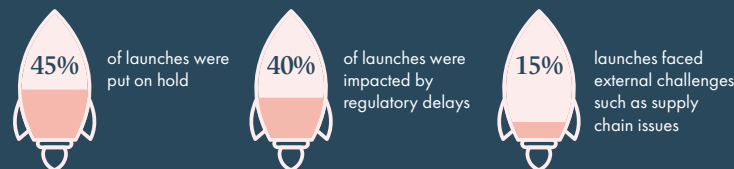
Drugs launched per period by company type



Source: McKinsey, 2020

DRUG LAUNCHES DURING COVID-19

Between February - August 2020:



Source: McKinsey, 2020