

Nearly \$1 trillion in the next 5 years

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Global prescription drug sales will grow 4.8 percent a year until reaching \$987 billion by 2020, according to a new report from EvaluatePharma.

“For the industry to sustain this impressive growth they will have to make compromises around global pricing and market access,” said Lisa Urquhart, editor of EP Vantage, which issued the report, the *Wall Street Journal* reported.

Other findings from the report upend the concept that research and development costs are driving high prescription drug prices. EvaluatePharma predicts AbbVie’s rheumatoid arthritis drug Humira, the biggest seller last year, will keep its top spot in the United States in 2020, raking in an estimated \$8 billion in sales. However, the price of one injection of Humira has soared 82 percent since 2007 to \$1,501 last year, according to Bloomberg data. Given that Humira has been on the market since 2002, this giant price increase can’t be accredited to costly R&D.

And just last month, Humira received market exclusivity under orphan drug status for treating a rare skin disease, *Street Insider* recently reported. That means the megablockbuster drug will have seven years without any competition from other medications for the orphan indication. With no competition, Humira can send its price even higher – putting it out of reach for a new group of patients.

The EvaluatePharma report follows an Avalere Health analysis that also suggests major growth in the pharma market must come with sustainable pricing and greater transparency around how those prices are set. The time is over for drugmakers charging whatever the market will bear.