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Xeljanz

The top 10 most-advertised prescription drug brands

SHARE Total: \$160.7 million



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Pfizer's (\$PFE) rheumatoid arthritis drug *Xeljanz* has been gaining steam since its launch in 2012, both in ad spending and in sales. Pfizer spent more than \$160 million last year to advertise *Xeljanz*, up 69% from \$94.9 million in 2013. Sales leaps were even higher, with Pfizer recording a revenue increase of 170% year over year to \$308 million for the drug. Still, *Xeljanz* has been another slow-to-grow drug for Pfizer, which had once pegged peak sales expectations at \$3 billion annually.



Xeljanz was accepted earlier this year for FDA review for the treatment of adult psoriasis, an indication that could boost sales, although it's entering an already crowded field where blockbuster *Humira* is well entrenched.

For more:

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Psoriasis study does little to help Pfizer with *Xeljanz*
Pfizer's potential stars Eliquis, *Xeljanz* see sluggish sales

Special Report: The top 10 most-advertised prescription drug brands

- | | |
|-----------|------------|
| 1 Cialis | 6 Latuda |
| 2 Lyrica | 7 Xeljanz |
| 3 Eliquis | 8 Celebrex |
| 4 Viagra | 9 Abilify |
| 5 Humira | 10 Chantix |

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