

U.S. Marketing-to-Sales Ratios of Select Injectable Insulin Drugs

Drug	Launch Date [2]	Years Since Launch								
		0	1	2	3	4	5	6	7	
Fast-Acting										
Admelog Vial [3]	March 2018	25.7%	–	–	–	–	–	–	–	–
Apidra Vial [4]	January 2006	394.3%	113.7%	44.2%	63.0%	30.7%	65.0%	40.7%	16.6%	
Apidra SoloSTAR	April 2009	65.4%	7.7%	13.6%	13.8%	17.8%	10.5%	4.5%	5.9%	
Humalog Vial [5]	August 1996	–	–	–	–	–	1.5%	1.0%	0.4%	
Humalog Pen [6]	December 1998	–	–	–	0.2%	0.2%	0.1%	0.3%	0.3%	
Humalog KwikPen [7]	January 2008	37.0%	17.6%	10.9%	3.5%	1.4%	7.5%	5.8%	2.6%	
Humalog Jr. KwikPen	September 2017	12.6%	0.1%	–	–	–	–	–	–	
Humulin R KwikPen [8]	March 2016	7.2%	2.0%	0.7%	–	–	–	–	–	
NovoLog Vial [9]	August 2001	32.6%	13.1%	9.7%	6.9%	3.1%	3.2%	7.2%	4.2%	
NovoLog FlexPen	February 2003	9.1%	4.2%	2.4%	2.0%	1.4%	2.0%	0.9%	1.5%	
Intermediate-Acting										
Humalog Pen Mix 75/25	February 2000	–	–	0.9%	0.2%	1.2%	2.4%	1.6%	1.5%	
Humalog Mix 75/25 Vial [10]	December 2000	–	5.7%	0.6%	0.9%	3.5%	2.4%	11.1%	8.2%	
Humalog Pen Mix 50/50	February 2006	93.8%	44.3%	52.6%	15.3%	2.8%	28.3%	–	–	
Humalog Mix 50/50 Vial [11]	November 2006	0.0%	0.0%	0.0%	5.0%	7.8%	7.2%	6.6%	2.6%	
Humalog KwikPen 50/50	January 2008	12.1%	8.9%	1.1%	0.0%	0.0%	5.6%	3.5%	1.9%	
Humalog KwikPen 75/25	January 2008	9.8%	6.1%	2.3%	0.6%	1.1%	2.4%	2.4%	2.1%	
NovoLog FlexPen Mix 70/30 [12]	September 2002	0.0%	0.0%	0.0%	0.0%	1.6%	1.0%	0.4%	1.4%	
NovoLog Mix 70/30 Vial [13]	February 2003	69.7%	39.8%	24.6%	11.8%	11.0%	17.4%	6.9%	5.9%	
Long-Acting										
Basaglar KwikPen [14]	December 2016	20.5%	5.6%	–	–	–	–	–	–	
Lantus Vial [15]	April 2001	–	19.6%	13.5%	9.9%	8.6%	8.6%	11.5%	6.3%	
Lantus SoloSTAR	July 2007	10.9%	2.6%	3.0%	6.6%	2.1%	2.2%	2.5%	1.6%	
Levemir FlexPen [16]	February 2006	0.1%	8.3%	6.0%	3.9%	2.3%	4.3%	4.1%	6.1%	
Levemir Vial [17]	February 2006	387.3%	289.5%	189.1%	117.8%	37.7%	39.4%	31.4%	14.3%	
Levemir FlexTouch	May 2014	7.9%	3.2%	0.4%	0.3%	0.2%	–	–	–	

