

## GlobalData Forecasts Pfizer/BioNTech’s Comirnaty to reach record-breaking peak sales within two years of launch



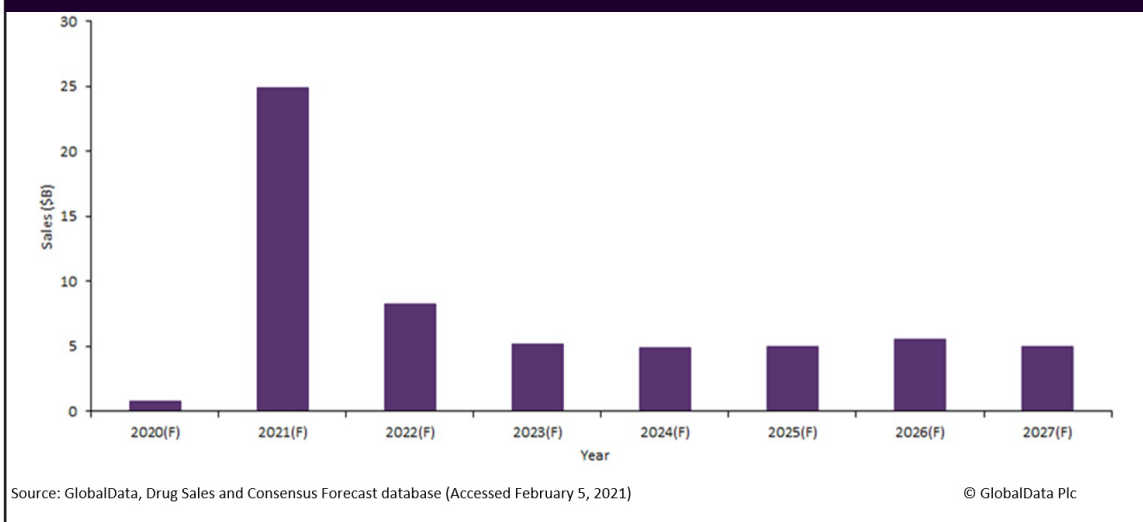
AFP via Getty Images

Pfizer/BioNTech’s Comirnaty (tozinameran) is forecast to have greater peak sales than the world’s largest blockbuster, Abbvie’s rheumatoid arthritis drug Humira (adalimumab), by its second year of being on the market. The brand name, Comirnaty, and the nonproprietary name, tozinameran, were both developed by Brand Institute, the global leader in pharmaceutical brand name development.

Pfizer/BioNTech’s Comirnaty (tozinameran) is forecast to have greater peak sales than the world’s largest blockbuster, Abbvie’s rheumatoid arthritis drug Humira (adalimumab), by its second year of being on the market. This is according to GlobalData’s sales and forecast database, Pharma Intelligence Centre.

Comirnaty is forecast to have peak sales of \$24.8bn by this year, which will only be its second year on the market. This is 20% more than Humira’s peak sales of \$20.5bn, suggesting Comirnaty could be the next top drug by peak sales within two years of its launch. Humira has been the top drug by sales for nearly a decade, despite having been on the market for nearly 20 years and having lost its market exclusivity within the EU in 2018 and Japan in 2017.

Figure 1: Comirnaty Global Analyst Consensus Forecast Sales



Comirnaty is currently the leading Covid-19 vaccine, as it was the first to receive an Emergency Use Authorisation (EUA) from the UK on 11 December, making it the first approved Covid-19 vaccine. Since then, Comirnaty has received regulatory approval in several regions, including the EU and Japan, as well as EUAs in countries such as the US, Canada, Australia and Switzerland.

Responding to this news, James Dettore, Chairman & CEO of Brand Institute stated, “The fact that Comirnaty may soon be the world’s largest blockbuster pharmaceutical brand speaks not only to the scale of the pandemic, but to Pfizer and BioNTech’s incredible manufacturing capabilities and the proven efficacy/safety of the product itself. The world trusts Comirnaty and we are honored to have played a pivotal role in the development of its brand name and identity.”

Source: <https://www.pharmaceutical-technology.com/comment/pfizer-biontechs-comirnaty-forecast-to-reach-record-breaking-peak-sales-within-two-years-of-launch/>

Corporate Headquarters

200 SE 1st Street 12th Floor Miami, FL 33131 Telephone: (305) 374-2500 Fax: (305) 374-2504 www.brandinstitute.com

BASEL +41 78-879-4619	BOSTON (781) 602-6044	CHICAGO (312) 475-9600	DALLAS (512) 369-9100	FRANKFURT +49 611 97774-563	LONDON +44 7896-875-113	LOS ANGELES (310) 830-6111	NEW YORK (212) 557-2100	OTTAWA (613) 482-1333
RALEIGH-DURHAM (919) 572-9311	ROCKVILLE (301) 984-1055	SAN FRANCISCO (415) 421-3200	SAN JUAN (787) 968-3007	SÃO PAULO +55 11 945-364-083	SEATTLE (206) 204-5111	SEOUL +82 10-8000-4842	TOKYO +81 80-6688-6653	TORONTO (416) 622-5777