

# TOP 25 INFECTIOUS DISEASES PRODUCTS, 2013

Category leaders, ranked by US sales, and their media spend

Rank	Product	Manufacturer	US sales \$ (millions)	Vs. prior 12 months	TRx (000s)	Vs. prior 12 months	US DTC media \$ (000s)	Vs. prior 12 months	US journal media \$ (000s)	Vs. prior 12 months
1	<b>Atripla</b>	BMS/Gilead	\$2,886.6	3.1%	1,208.0	-6.1%	\$160.3	-80.0%	\$334.0	-66.8%
2	<b>Truvada</b>	Gilead	\$2,257.9	0.8%	1,521.0	-3.4%	\$57.0	>100.0%	\$227.0	>100.0%
3	<b>Rebif</b>	EMD Serono/Pfizer	\$1,273.8	3.9%	252.0	-18.2%	\$46.3	>100.0%	\$0.0	-100.0%
4	<b>Avonex</b>	Biogen Idec	\$1,245.5	-25.2%	238.0	-32.8%	\$214.5	-38.4%	\$900.0	-16.8%
5	<b>Isentress</b>	Merck	\$1,023.2	10.8%	777.0	4.0%	\$290.3	5.0%	\$531.0	>100.0%
6	<b>Doxycycline HYCLAT</b>	Generic	\$1,010.9	>100.0%	13,287.0	-14.5%	\$0.0	N/A	\$0.0	0.0%
7	<b>Prezista</b>	Johnson & Johnson	\$999.8	21.7%	725.0	14.5%	\$308.5	N/A	\$1,296.0	76.2%
8	<b>Reyataz</b>	Bristol-Myers Squibb	\$941.3	-1.1%	694.0	-8.6%	\$145.5	-75.1%	\$654.0	-20.6%
9	<b>Betaseron</b>	Bayer HealthCare	\$812.6	1.1%	149.0	-16.3%	\$0.0	N/A	\$0.0	-100.0%
10	<b>Pprevnar 13</b>	Pfizer	\$809.2	3.7%	7.0	>100.0%	\$1.5	-98.8%	\$133.0	-90.0%
11	<b>Avonex Pen</b>	Biogen Idec	\$771.2	>100.0%	145.0	>100.0%	\$0.0	N/A	\$0.0	0.0%
12	<b>Zyvox</b>	Pfizer	\$728.8	2.1%	195.0	-6.3%	\$0.0	N/A	\$733.0	-11.5%
13	<b>Zostavax</b>	Merck	\$705.9	7.7%	2,308.0	0.7%	\$51,157.1	11.1%	\$0.0	-100.0%
14	<b>Incivek</b>	Vertex	\$701.9	-48.4%	33.0	-54.2%	\$0.0	N/A	\$0.0	-100.0%
15	<b>Gardasil</b>	Merck	\$676.0	15.7%	44.0	12.8%	\$48,794.4	11.8%	\$0.0	0.0%
16	<b>Tamiflu</b>	Roche	\$650.1	84.3%	5,319.0	60.4%	\$50,482.5	57.0%	\$0.0	-100.0%
17	<b>Cubicin</b>	Cubist	\$632.2	3.9%	44.0	0.0%	\$0.0	N/A	\$762.0	16.2%
18	<b>Complera</b>	Gilead	\$630.9	82.3%	270.0	69.8%	\$1,036.5	39.0%	\$1,449.0	-7.1%
19	<b>Stribild</b>	Gilead	\$605.5	>100.0%	192.0	>100.0%	\$1,724.5	>100.0%	\$1,462.0	>100.0%
20	<b>Viread</b>	Gilead	\$603.7	13.3%	601.0	3.1%	\$0.1	N/A	\$674.0	>100.0%
21	<b>Epzicom</b>	ViiV Healthcare	\$539.8	6.3%	427.0	-1.4%	\$0.0	N/A	\$679.0	N/A
22	<b>Varivax</b>	Merck	\$497.6	-39.1%	24.0	41.2%	\$0.0	N/A	\$0.0	N/A
23	<b>Norvir</b>	AbbVie	\$489.0	-3.2%	1,383.0	-1.2%	\$0.0	N/A	\$0.0	N/A
24	<b>Fluzone</b>	Sanofi Pasteur	\$475.8	>100.0%	3,809.0	>100.0%	\$5,002.3	-74.4%	\$221.0	-81.6%
25	<b>Pneumovax 23</b>	Merck	\$473.0	6.3%	765.0	21.6%	\$1.8	-99.3%	\$180.0	-84.0%

Sources: Sales/TRx, IMS Health; DTC media spend, Nielsen; journals, Kantar Media.

Note: List includes products FDA indicates as approved for treating AIDS, hepatitis B/C and bacterial infections, as well as vaccines and other antivirals.