

Brandsymbol Releases 5th Edition of the Brand Name Annual FDA Report

A look at the FDA-approved proprietary names and what last year's approvals signal about name safety.

CHARLOTTE, NC, UNITED STATES, January 26, 2026 /EINPresswire.com/ -- Brandsymbol announced the release of the Brand Name Annual FDA Report (5th Edition, 2025), an in-depth review of proprietary names approved by the U.S. Food and Drug Administration in 2025, spanning NMEs, biologics, biosimilars, and vaccines.

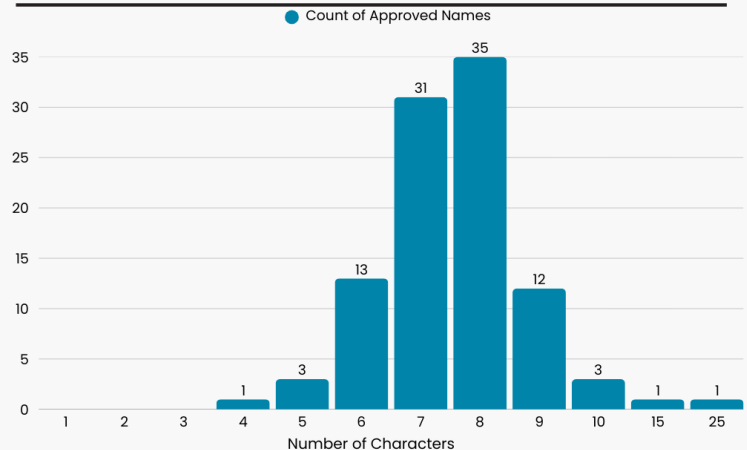
Designed as an educational, regulatory-grounded industry reference, the report applies Brandsymbol's SafeMark® Model, FDA Phonetic and Orthographic Computer Analysis (POCA), Word Construction Analysis (WCA), and promotional review principles to examine how approved names perform across safety, similarity, structure, and meaning.

Examples of insights you'd find inside:

- 78% of names had at least one similar pair
- Average name length: ~7.73 characters, with A, V, B, and E most used
- 23% names hint at the indication
- Biosimilars show a clear naming strategy

The report also explores how promotional review and similarity risk frequently intersect, using nuanced examples such as EXDENSUR, QAMZOVA, and a standout discussion of MIUDELLA, highlighting how subtle associations can influence regulatory outcomes.

CHARACTER LENGTH



Approved names cluster around 7–8 characters (avg. ~7.73)

Shortest Name Examples

VIZZ, ARBLI, CYKLX, XBRYK

Longest Name examples

CONEXXENCE, FERABRIGHT, NUZOLVENCE,
MERILOG SOLOSTAR, AVMAPKI FAKZYNJA CO-PACK

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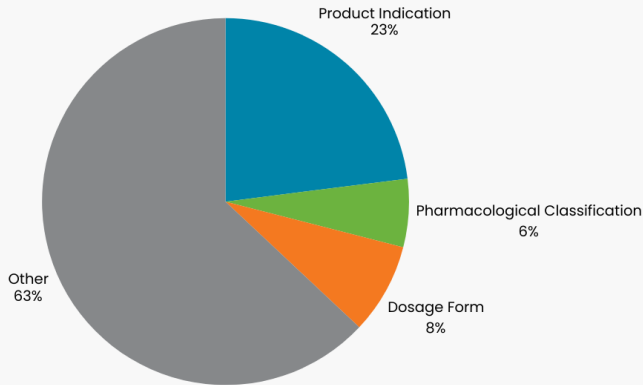
Distribution of character length across 100 FDA-approved proprietary brand names in 2025.

The Brand Name Annual Report is now available from Brandsymbol and serves as an essential reference for regulatory, legal, brand, and naming professionals navigating today's constrained naming landscape.

- > [Download the FDA pharmaceutical naming trends report](#)
- > [Learn More About Brandsymbol](#)
- > [Explore our pharmaceutical naming services](#)

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BRAND NAME STRATEGIES



Product Indication

Example

CARDAMYST references the indication for the conversion of acute symptomatic episodes of **paroxysmal supraventricular tachycardia** (PSVT) to sinus rhythm in adults

Pharmacological Classification

Example

GOMEKLI references **MEK inhibitor** of MEK 1 and 2

Dosage Form

Example

MIUPELLAA references **intrauterine system (IUD)**.

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Breakdown of brand name strategies observed among 100 FDA-approved proprietary names in 2025.

STARTING LETTER ANALYSIS

Starting Letter	# Approved Names	Starting Letter	# Approved Names
A	8	N	2
B	7	O	4
C	4	P	4
D	2	Q	3
E	7	R	3
F	2	S	4
G	3	T	4
H	3	V	8
I	4	W	2
J	5	X	2
K	5	Y	2
L	3	Z	3
M	6		

Most Used

The letters **A** and **V** each appeared as the starting letter in 8% of approved brand names.

Least used

The letters **D, F, N, W, X, and Y** each appeared as the starting letter in 2% of approved brand names.

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Starting letter frequency among 100 FDA-approved proprietary brand names in 2025.

This press release can be viewed online at: <https://www.einpresswire.com/article/886598377>

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