

13/Prevnar 13, Enbrel and others.

The Pfizer CentreOne division of the company is partially included in the pharma 5.0 market, provides contract development and manufacturing services and supplies specialty active pharmaceutical ingredients.

[How Concentrated Is the Pharma 5.0 Market?](#)

The market is concentrated, with the top 10 players accounting for 42% of total market revenue in 2024. This level of concentration reflects the industry's high entry barriers driven by capital intensive advanced manufacturing, complex regulatory compliance, deep R and D requirements, and enterprise scale demand for digitally integrated and quality assured production. Leading players such as Pfizer, AstraZeneca, Roche, Johnson and Johnson, Novartis, Eli Lilly, Sanofi, Bristol Myers Squibb, GSK, and Novo Nordisk dominate through strong global footprints, robust development pipelines, and early adoption of smart factories, robotics, and data driven decision making. As Pharma 5.0 adoption accelerates, competition is expected to intensify around technological differentiation, speed to market, and the ability to scale personalized and precision therapies, while partnerships and selective consolidation may further strengthen the position of the largest multinational players.

•Leading companies include:

- oPfizer Incorporated (6%)
- oAstraZeneca Plc (6%)
- oRoche Holding AG (5%)
- oJohnson & Johnson (5%)
- oNovartis AG (4%)
- oEli Lilly and Company (3%)
- oSanofi S.A. (3%)
- oBristol Myers Squibb Company (3%)
- oGSK plc (3%)
- oNovo Nordisk (3%)

Request a free sample of the Pharma 5.0 Market report:

https://www.thebusinessresearchcompany.com/sample_request?id=27377&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

Which Companies Are Leading Across Different Regions?

- North America: Pfizer Inc., Johnson & Johnson, Bristol Myers Squibb Company, Eli Lilly and Company, Unither Pharmaceuticals LLC, Acuitas Therapeutics Inc., Bausch Health Companies Inc., Helix BioPharma Corp., and AstraZeneca PLC are leading companies in this region.
- Asia Pacific: Pfizer Inc., Johnson & Johnson, Roche Holding AG, Sanofi S.A., Bristol-Myers Squibb Company, AstraZeneca PLC, Novartis AG, GlaxoSmithKline plc, Eli Lilly and Company, CSPC Pharmaceutical Group Limited, Takeda Pharmaceutical Company Limited, Celltrion, Inc., Samsung Bioepis Co., Ltd., Cipla Limited, Dr. Reddy's Laboratories Limited, and Sun

Pharmaceutical Industries Limited are leading companies in this region.

- Western Europe: Pfizer Inc., Recipharm AB, Human Data Sciences LLC, Aenova Group GmbH, Ipsen S.A., Owkin Inc., Les Laboratoires Servier, Bayer AG, Telefonaktiebolaget LM Ericsson, Teva Pharmaceutical Industries Ltd., BioNTech SE, GSK plc, Novartis AG, AstraZeneca PLC, Sanofi S.A., Roche Holding AG, and Johnson & Johnson are leading companies in this region.
- Eastern Europe: Pfizer Inc., AstraZeneca plc, Novartis AG, Johnson & Johnson, Roche Holding AG, Sanofi S.A., and GlaxoSmithKline plc are leading companies in this region.
- South America: Sanofi S.A., Novartis AG, Novo Nordisk A S, Eli Lilly do Brasil Ltda, Pfizer Brasil Ltda, AstraZeneca do Brasil Ltda, Merck KGaA, Johnson and Johnson, and Bristol Myers Squibb Company are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Emergence of automated comparative outcomes is strengthen evidence-driven decision-makinare transforming to enhance evidence generation, streamline real-world data analysis and support more informed regulatory, clinical and market access decision-making.g
 - Example: Human Data Sciences (June 2025) enables rapid and automated evaluation of treatment effectiveness across real-world patient populations.
- This innovation allow life sciences teams to simultaneously assess multiple clinical and economic outcomes within a single analytical framework, supporting regulator-ready and scientifically robust evidence generation.

Which Strategies Are Companies Adopting to Stay Ahead?

- Implementing AI-driven drug discovery and predictive analytics to accelerate R&D productivity
- Expanding smart manufacturing and continuous production using robotics, IoT, and digital twins
- Strengthening partnerships with biotech firms, technology providers, and research institutes for co-innovation
- Investing in personalized and precision medicine platforms to improve patient-centric treatment outcomes

Access the detailed Pharma 5.0 Market report here:

https://www.thebusinessresearchcompany.com/report/pharma-50-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

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