The Big Pharma Dollar Tells a Story on Priorities:

Investing Boldly in Profits & Marketing, Not R&D

the campaign for **SUSTAINABLE Rx PRICING**

American consumers pay the highest prescription drug prices in the world. Big Pharma routinely opposes bipartisan, market-based solutions to lower drug prices by asserting they would undercut investments into innovation.

The math just doesn't add up. Not only have multiple studies proven Big Pharma's prices are disconnected from actual innovation, but a new analysis from The Campaign for Sustainable Rx Pricing (CSRxP) shows **the top ten largest brand name pharmaceutical manufacturers spend more than 80 percent of every dollar on something other than R&D.**

- **25¢** in profits
- **19¢** in advertising, selling, general, & administrative
- **9¢** in corporate overhead
- **18¢** in research & development
- **25¢** in production costs
- **4¢** in taxes

3x Big Pharma spends **three times more** on advertising, overhead, and profits **(53%)** than on R&D **(18%)**

Profits alone **(25%)** are **substantially higher** than R&D **(18%)**

80¢ **More than 80 cents of every dollar** of revenue goes toward something other than researching and developing new treatments, including advertising and profits.

Source: This analysis is based on public financial data from company reports and filings submitted to the U.S. Securities and Exchange Commission for calendar year 2025. Notes: Representative estimates for the industry reflect weighted averages of the ten largest pharmaceutical companies by U.S. revenue from 2017 through 2025. Profits represent Net Income. Advertising, including Marketing and Promotions, is contained within the publicly reported category Selling, General, and Administrative (SG&A), the remainder of which is (Non-Corporate) Overhead. Corporate Overhead includes all other publicly reported categories, which vary by company and may include amortization, interest expense (net of capitalized portion), restructuring and acquisition costs, net foreign exchange loss, asset impairment, restructuring, net earnings from discontinued operations, collaboration profit/loss sharing, and gain/loss on fair value remeasurement litigation. Production Costs represent the Cost of Goods Sold (COGS).

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