

## **Cegedim Strategic Data (CSD) reports a decline of more than 3% in worldwide audited pharmaceutical marketing investments for 2011**

China and other emerging markets continue another year of advances.

**Paris, March 14, 2012** – [Cegedim Strategic Data](#) (CSD), leading provider of healthcare market research and worldwide promotional audits, has released worldwide audited channel spending figures for full year 2011.

According to CSD, worldwide investment on sales force and other marketing channels was down 3.4% to just over US \$92 billion at constant local currency exchange rates compared to full year 2010. Growth in China, Latin America and other emerging markets was offset by cuts in sales and marketing in the USA, Japan, and major European markets.

Spending on sales force activity alone fell by nearly 5% worldwide to US \$55.8 billion mainly due to cuts in the USA and Japan. Detailing now represents just over 60% of global marketing investments. Use of meetings and events was also down worldwide (-4%) with use of this channel in Japan dropping by 11%. In China however spend on meetings and events jumped by over 40%.

Christopher Wooden Vice President for CSD Global Promotion Audits commented: *“The increases we saw in Japan in 2010 reversed last year as that country along with the USA and major European markets consolidated marketing expenditure in the context of fewer product launches and the end of patent protection for major brands. Meanwhile, emerging markets powered ahead in 2011 with China leading the way followed by Brazil and India. These countries saw significantly increased investments across the entire marketing mix.”*

At a company level, despite the focus on emerging markets, there was general consolidation among the leading ten companies during the 12 months to December 2011. Only two among the top ten companies increased worldwide promotional expenditure in 2011. Indicative of the pull back in North America, only three American multinationals ranked among the top ten companies in terms of global promotional spending levels.

CSD monitors pharmaceuticals marketing investments in over 30 countries, tracking industry sales force, sampling, meetings/events, clinical trials, DTC, e-promotion, print advertising and other marketing channels. GPs, specialists and pharmacists are covered with a pool of 200,000 healthcare professionals reporting their exposure to industry promotional activity on a daily basis.

*About Cegedim  
Strategic Data:*

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 40 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs. To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com)

*About Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

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