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Bayer AG - Company Snapshot & SWOT Analysis



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As per NAVADHI Market Research, the [global pharmaceutical industry](#) [2] will be worth **USD 1.57 trillion** by 2023.

Bayer is a German multinational pharmaceutical and life sciences company with a more than 150-year history and core competencies in the areas of health care and agriculture, is one of the largest pharmaceutical companies in the world.

Company's innovative products are contributing to finding solutions to some of the major challenges of recent time. Bayer's main goal is to create value for their customers, stockholders and employees, while also strengthening the company's financials.

BAYER'S 2018 PERFORMANCE AT A GLANCE

COMPANY SALES, EBITDA & EPS



SALES BY BUSINESS UNIT



TOP SELLING GEOGRAPHY



R&D HIGHLIGHTS



TOP SELLING DRUG



* Core earnings per share from continuing operations



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Revenues at the Pharmaceuticals segment increased 1.8% to €4,291 million in the fourth quarter. Growth was backed by consistent strong performance of key products like Xarelto, Eylea, Xofigo, Stivarga and Adempas. Strongest sales growth among the other top Pharmaceuticals products was recorded for the diabetes treatment Glucobay, driven by expanded volumes in China.

Bayer's core earnings came down to USD 1.75 per share in 2018 compared with earnings of USD 1.87 in 2017. Earnings have beaten the Zacks Consensus Estimate of USD1.63.

Bayer's revenue in 2018 stands at €39.58 Billion, up from €35.01 billion in 2017.

Spanning over 35 pages and 17 exhibits, **“Bayer AG - Company Snapshot & SWOT Analysis”** report provides value chain analysis, financial performance, business strategy and SWOT analysis for Bayer AG.

Scope of the Bayer AG - Company Snapshot & SWOT Analysis Report

- This report provides detailed information about Bayer AG including value chain analysis, financial performance, business strategy and SWOT analysis.
- The report identifies the growth drivers and inhibitors for global pharmaceutical market.
- This report provides information about current and future trends for global pharmaceutical market.

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Bayer AG

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