



Published on NAVADHI Market Research (<https://www.navadhi.com>)

[Home](#) > Bayer AG - Company Snapshot & SWOT Analysis

Bayer AG - Company Snapshot & SWOT Analysis



Publication ID:

NAV0319011

Publication Date:

March 02, 2019

Pages:

35

Countries:

[Global](#) [1]

Publication License Type *

Single User License (PDF), \$350.00

Enterprise License (PDF), \$500.00

Please choose the suitable license type from above. More details are at given under tab "Report License Types" below.

Add to cart

Add to wish list



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



Graphics are solely for presentation purpose only, for more detail please refer to actual market research report

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.

1. Executive Summary

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

2. Growth Drivers and Inhibitors for Global Pharmaceuticals Market

3. Company Profile

3.1. Bayer AG Company Profile

3.1.1. Company Profile

3.1.2 Bayer in Global Pharmaceuticals Manufacturing Value Chain

3.1.3 Bayer: Financial Performance

3.1.3.1 Bayer: Overall Revenue FY 2013-FY 2019 (in Euro billion)

3.1.3.2 Bayer: Division-Wise Revenue FY 2018 (in Euro billion)

3.1.3.3 Bayer: Geography-Wise Revenue FY 2018 (in Euro billion)

3.1.3.4 Bayer: Best Selling Pharmaceutical Products Revenue FY 2018 (in Euro billion)

3.1.3.5 Bayer: Best Selling Consumer Health Products Revenue FY 2018 (in Euro billion)

3.1.3.6 Bayer: Crop Science Segment-Wise Revenue FY 2018 (in Euro billion)

3.1.3.7 Bayer: Best Selling Animal Health Products Revenue FY 2018 (in Euro billion)

3.1.4 Bayer AG: Business Strategy

3.1.4.1 Product Level Strategy

3.1.5 SWOT Analysis of Bayer AG

Strengths

Weaknesses

Opportunities

Threats

4. Current and Future Trends in Pharmaceutical Market

List of Exhibits

Notes

Company Information

List of Exhibits

Exhibit 2.1 Growth Drivers and Inhibitors for Global Pharmaceuticals Market

Exhibit 3.1 Key Information of Bayer

Exhibit 3.2 Contact Information of Bayer

Exhibit 3.3 Division-Wise Revenue of Bayer in FY 2018 (in Euro billion)

Exhibit 3.4 Pharmaceuticals Division Revenue of Bayer FY 2013- FY 2018 (in Euro billion)

Exhibit 3.5 Consumer Health Division Revenue of Bayer FY 2013- FY 2018 (in Euro billion)

Exhibit 3.6 Crop Science Division Revenue of Bayer FY 2013- FY 2018 (in Euro billion)

Exhibit 3.7 Animal Health Division Revenue of Bayer FY 2013- FY 2018 (in Euro billion)

Exhibit 3.8 Geography-Wise Revenue of Bayer in FY 2018 (in Euro billion)

Exhibit 3.9 Best Selling Pharmaceuticals Product Revenue of Bayer FY 2018 (in Euro billion)
Exhibit 3.10 Best Selling Consumer Health Product Revenue of Bayer FY 2018 (in Euro billion)
Exhibit 3.11 Crop Science Segment-Wise Revenue of Bayer FY 2018 (in Euro billion)
Exhibit 3.12 Best Selling Animal Health Product Revenue of Bayer FY 2018 (in Euro billion)
Exhibit 3.13 Bayer's Research and Development Projects (Phase II) as of January 31, 2019
Exhibit 3.14 Bayer's Research and Development Projects (Phase III) as of January 31, 2019
Exhibit 3.15 Bayer's Main Products Submitted for Approval as of January 31, 2019
Exhibit 3.16 SWOT Analysis of Bayer AG

Bayer AG

Single User License (PDF)

- This license allows for use of a publication by one person.
- This person may print out a single copy of the publication.
- This person can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- This person cannot share the publication (or any information contained therein) with any other person or persons.
- Unless a Enterprise License is purchased, a Single User License must be purchased for every person that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Enterprise license fee.

Site License (PDF)*

- This license allows for use of a publication by all users within one corporate location, e.g. a regional office.
- These users may print out a single copy of the publication.
- These users can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- These users cannot share the publication (or any information contained therein) with any other person or persons outside the corporate location for which the publication is purchased.
- Unless a Enterprise License is purchased, a Site User License must be purchased for every corporate location by an organization that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Enterprise license fee.

Enterprise License (PDF)*

- This license allows for use of a publication by unlimited users within the purchasing organization e.g. all employees of a single company.
- Each of these people may use the publication on any computer, and may print out the report, but may not share the publication (or any information contained therein) with any other person or persons outside of the organization.
- These employees of purchasing organization can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.

*If Applicable.

About Us



Intelligence Rediscovered

NAVADHI is a market research company that helps global firms differentiate themselves, break market entry barriers, track their investments, develop business strategies and plan for future by providing actionable market research intelligence that helps them succeed.

Information

- [About Us](#)
- [Publications](#)
- [FAQs](#)
- [Privacy Policy](#)
- [Terms & Conditions](#)
- [Careers](#)
- [Press Releases](#)
- [Contact](#)

Contact Info

C-3/81, 3rd Floor, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh, India - 226010

Mon - Sat: 9:00 - 18:00

Source URL: <https://www.navadhi.com/publications/bayer-ag-company-snapshot-swot-analysis>

Links

[1] <https://www.navadhi.com/countries/global>

[2] <https://www.navadhi.com/publications/global-pharmaceuticals-industry-analysis-and-trends-2023>