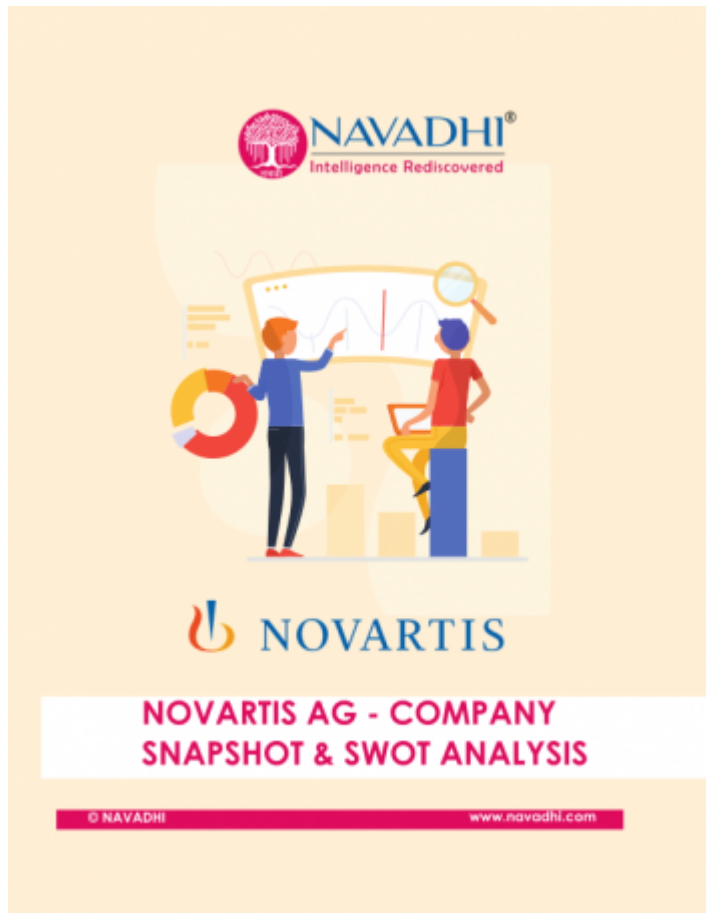




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## Novartis AG - Company Snapshot & SWOT Analysis



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

Novartis AG is a Swiss multinational pharmaceutical company based in Basel, Switzerland, ranking number one in sales (50.13 billion US\$) among the world-wide industry in 2017. On July 10 2015, Novartis became the largest Healthcare company by market capitalization, during intra-day trading, with a market-cap of \$279.8 billion in comparison to Johnson & Johnson at \$276.3 billion.

## NOVARTIS 2018 PERFORMANCE AT A GLANCE

### COMPANY SALES, EBITDA & EPS



### SALES BY BUSINESS UNIT



### TOP SELLING GEOGRAPHY



### R&D HIGHLIGHTS

2018 \$ 8.68 Billion

### TOP SELLING DRUG



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Novartis AG reported revenue of USD 51.90 billion for the FY 2018 which saw an increase of 5.68% compared to FY 2017. Novartis also announced that the spin-off of Alcon is still on-track, with the company awaiting the final endorsement of the move within the first half of the year. According to company statement, "Alcon is positioned for sustainable long-term top-line growth and margin expansion as demonstrated by the strong 2018 results," Alcon division's total sale in 2018 was USD 7.14 Billion.

Spanning over 29 pages and 17 exhibits, "Novartis AG - Company Snapshot & SWOT Analysis" report provides value chain analysis, financial performance, business strategy and SWOT analysis for company.

### Scope of the Novartis AG- Company Snapshot & SWOT Analysis Report

- This report provides detailed information about Novartis AG, Inc. 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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Novartis AG

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