



2023 Pharma Report

Reputational insights into the Global Pharmaceutical industry

calibér



FOREWORD

Our 2023 report on the reputation of the Pharmaceutical Industry shows an industry finding its way back to a more normal situation for its reputation. After a couple of years of the COVID-19 pandemic spotlighting the crucial importance of having a highly adaptable industry with cutting-edge innovation, basic expectations have again emerged as the pandemic has lessened as a global health crisis.

This report finds that global pharmaceutical companies are relatively unknown, and that perceptions of people who are in fact familiar with these companies are most positive when it comes to the companies' products, innovation and ability to demonstrate industry leadership. The industry's perceived strengths are not what instils trust, however. In order to meet expectations and become more trustworthy, the Pharmaceutical Industry must be better at associating its

products, innovation and leadership with how it helps improve people's lives and society in general, beyond the provision of medical treatments.

Ubiquitous challenges related to fair pricing and improving drug safety are also important for the industry to address in order to establish trust. Beyond these, however, markets show a myriad of issues for companies to deliver on, many of which are related to ethical behavior and corporate responsibility.

The report also ranks the reputation of selected pharmaceutical companies in Brazil, China, France, Germany, Japan, the United Kingdom and the United States.



Søren Holm
Senior Advisor



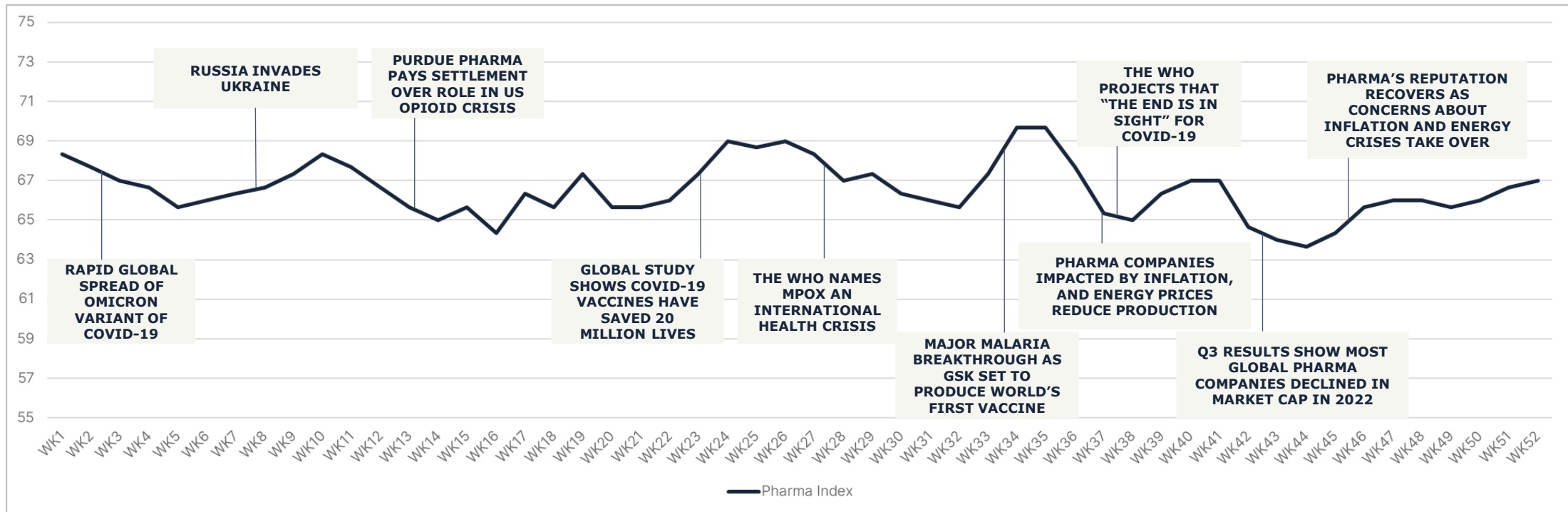
Mari Epland
Analyst

In 2022, the sector's reputation was impacted by inflation rather than COVID-19



Period: 2022

Development of Global Trust & Like Score for the Pharmaceutical Industry index in 2022



From a global perspective, perceptions of the pharmaceutical industry were relatively stable throughout 2022. The yearly TLS (Trust & Like Score) for the industry remained unchanged from 2021. The year was not without perceptual shifts for the industry, however. Early in the year, attention on the sector was still high as the Omicron variant was stealing the headlines.

In February, Russia invaded Ukraine, kickstarting a geopolitical conflict that in turn impacted energy prices and triggered inflation. This shifted the global focus from the pandemic to a financial and geopolitical crisis, and somewhat away from pharma. Throughout the second half of 2022, major shifts in public perceptions mostly concerned innovation breakthroughs and financial results.

The industry ranks higher than Chemicals and Insurance, but below MedTech



Period: 2022

Global reputation ranking of tracked industry indexes in 2022

The Pharmaceutical Industry continues to be ranked in the bottom half of the industry indexes tracked by Caliber. The ranking stabilized in 2022, however. The pharmaceutical industry is one of four tracked indexes to remain stable in terms of public perceptions in 2022 compared to 2021, and the only industry ranking in the bottom half to do so.

The complex, sensitive reputational situation for the Pharmaceutical Industry will undoubtedly continue in 2023. Elements related to affordability, access to medicine, financial earnings, ethics, societal responsibility and more are expected to continue to impact the overall global perception of the industry.



Ranking	Industry
1	FMCG (non-food) Index
2	Retail, Food Index
3	Retail, General Index
4	Electronics & Appliances Index
5	Food & Beverage Index
6	BigTech Index
7	Industrial & Machinery Index
8	MedTech Index
9	Automotive Index
10	Pharmaceutical Index
11	Chemicals Index
12	Insurance Index
13	Banking Index
14	Electricity Index
15	Telecom Index
16	Oil & Gas Index

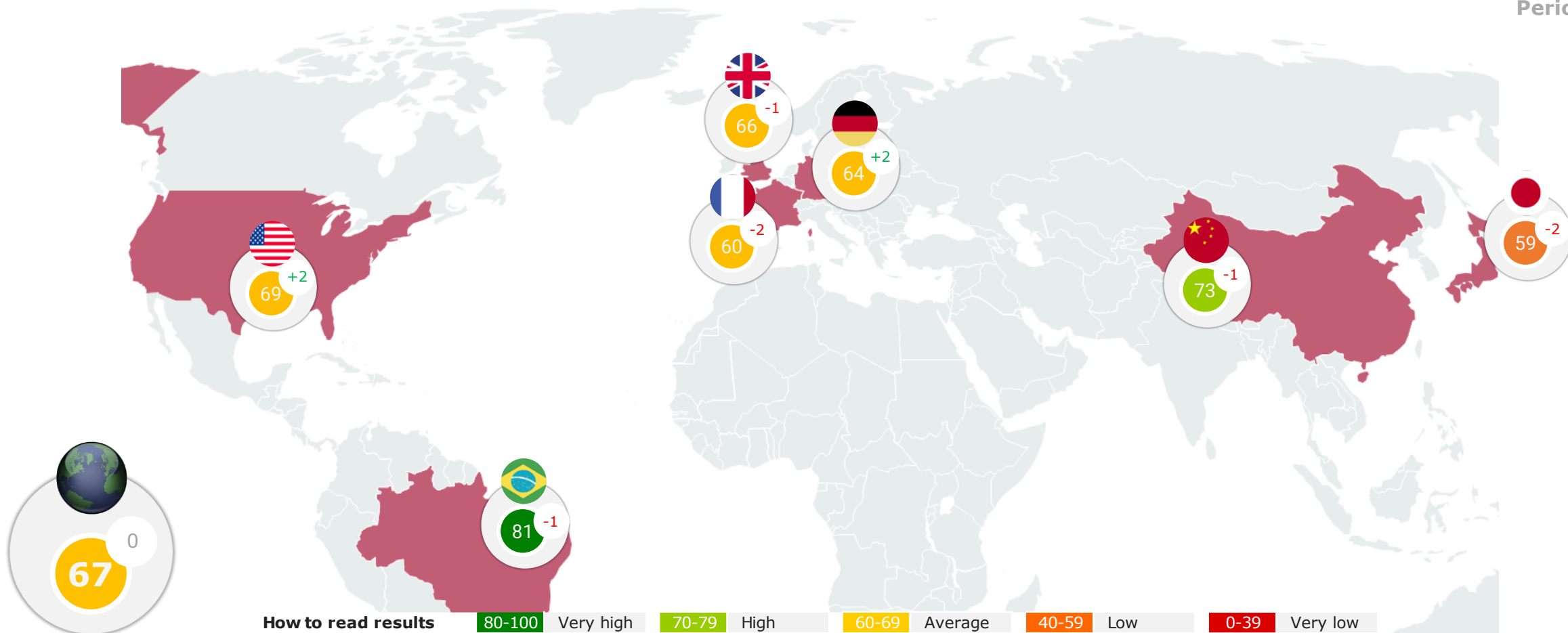
RESULTS are based on interviews in Brazil, China, France, Germany, Japan, the United Kingdom, and the United States.

Wide variations in perceptions of the industry across markets



Period: 2022

Trust & Like Score of the pharma index across the 7 markets included in the study



Globally, the Pharmaceutical Industry has an average reputation. However, the average TLS (Trust & Like Score) varies significantly across markets – being in the low tier in Japan and the very high tier in Brazil.

In 2022, the industry improved its overall reputation in Germany and the US, but experienced declines in Brazil, China, France, Japan and the UK.

*The changes shown in Trust & Like Score are from 2021

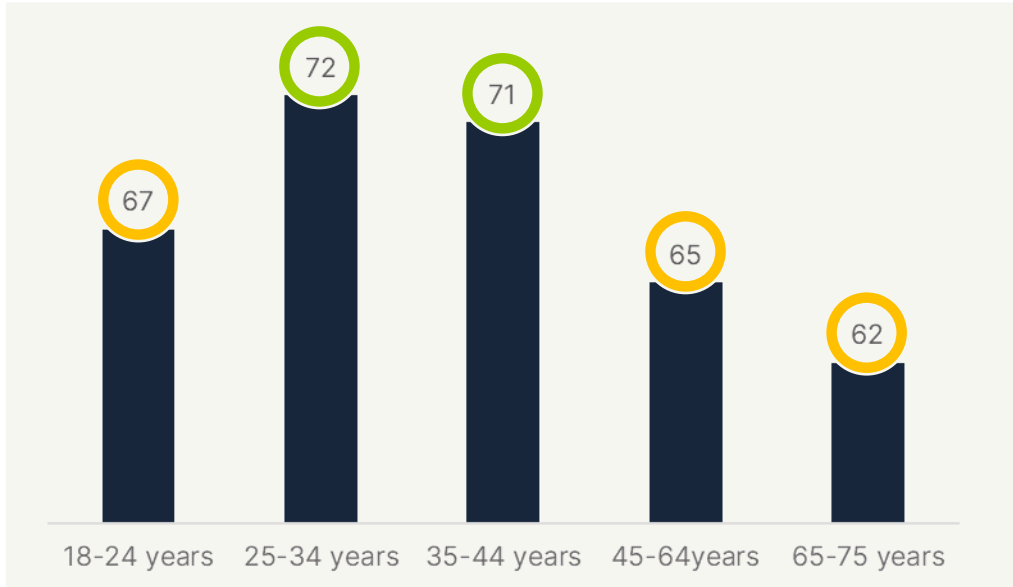
Most positive perceptions among younger and more affluent demographics



Period: 2022,
19.09 – 23.11

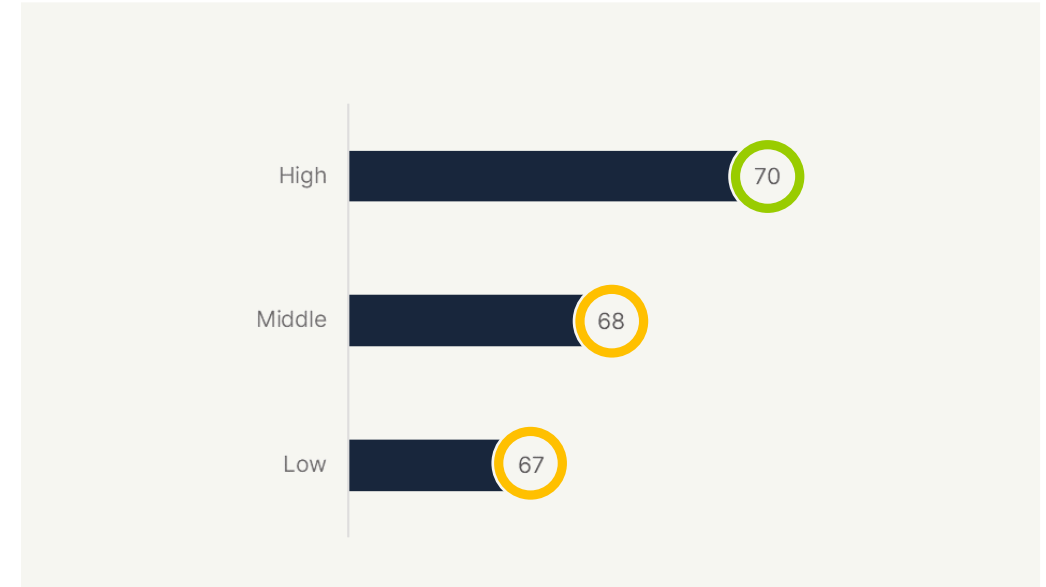
Trust & Like Score across age and income demographics

TLS by age groups



Not surprisingly, but regrettably, the Pharmaceutical Industry has a weaker reputation among those who are most likely to need it, i.e., people over the age of 45, compared to younger age groups. Trust in, and affinity for, pharmaceutical companies are on average 7 points lower for people >44 vs. younger people. One plausible explanation for this gap could be that the promise of treatments and expected patient experience fail to materialize in real life.

TLS by income level



When segmenting respondents by income level, those with the highest income hold pharmaceutical companies in higher regard. In markets without universal healthcare, this could be associated with the affordability of pharmaceutical products. Other explanations might include health disparities between low-income and high-income segments, and attraction towards these companies as a place of work or as an investment among high-earners.

How to read results

80-100

Very high

70-79

High

60-69

Average

40-59

Low

0-39

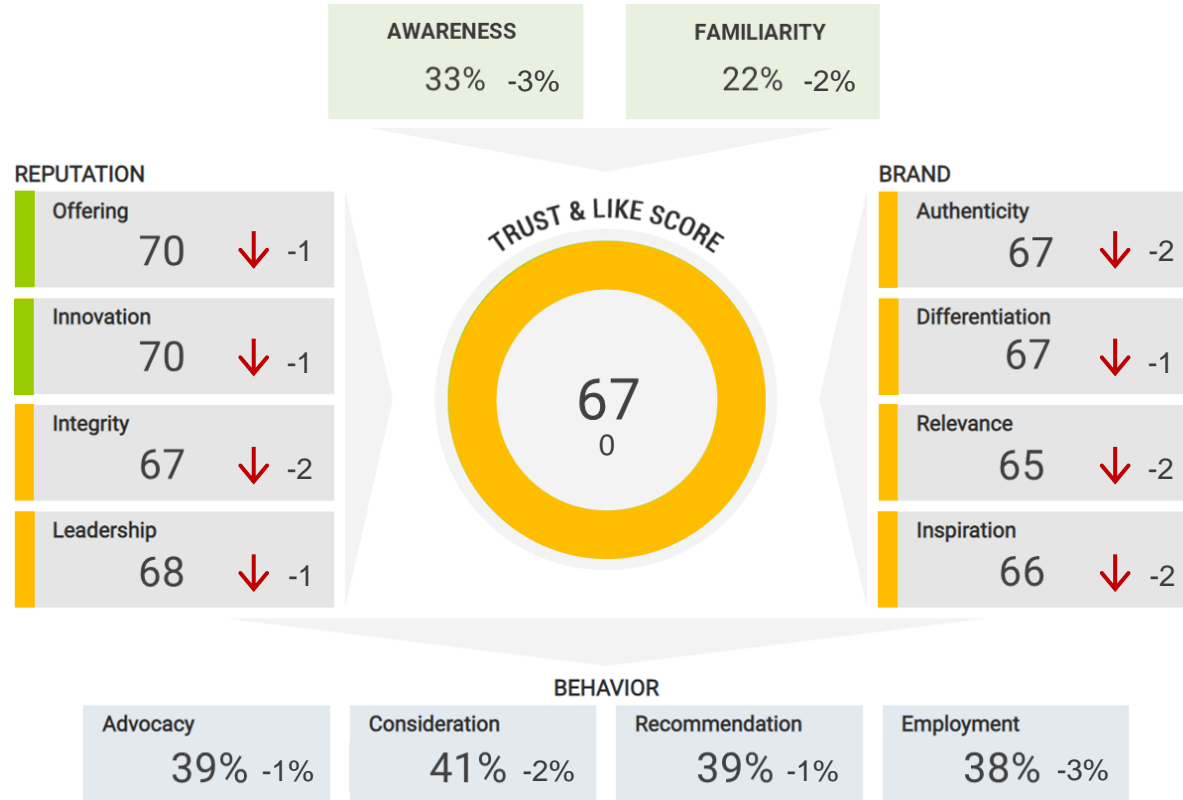
Very low

Products/Innovation are industry strengths; Brand and Integrity are challenged



Period: 2022

Global perception dashboard for the Pharmaceutical index



The Trust & Like Score for the Pharmaceutical Industry is steady at an average-tier score of 67 for 2022, similar to the pre-pandemic level seen in 2019 as previously published in our 2020 Global Pharma Study.

The industry continues to be perceived best around its Offering and Innovation, while perceptions of its Integrity declined more than other reputation attributes.

Perceptions of the industry's overall brand expression also trended downward, with perceived Authenticity, Relevance and Inspiration declining the most.

The development in reputation and brand scores may be associated with a less visible role of the industry as the COVID-19 pandemic fades from public debate.

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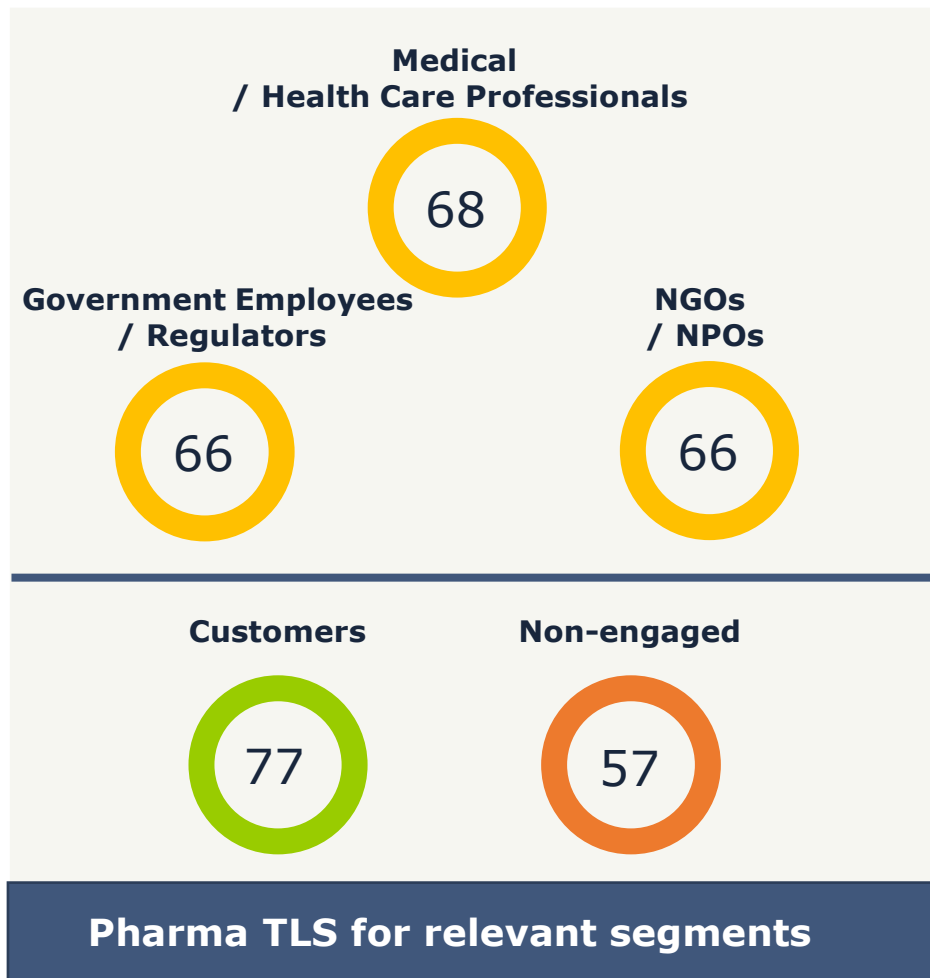
Very low

TLS among medical professionals is on par with the public, but higher among customers



Period: 2022,
19.09 – 23.11

Trust & Like Score among relevant stakeholder segments



The average Trust & Like Score (TLS) is high among customers (purchasers and users of products) of the companies included in the index. However, there is a wide gap in score between customers and those not engaging with the industry.

Most noticeably, the gap in perceived Relevance between these two groups shows that pharma still has a lot to do in terms of improving the basic understanding of the industry's value creation and societal contribution among those who do not have an active relationship with the industry through its products or communication channels.

Among HCPs, NGOs and government employees, the TLS is in the average range and on a par with the overall informed public. Innovation is a perceived strength for these segments, alongside Offering with HCPs, Leadership with Government and Integrity with NGOs.

The industry is perceived best in terms of relevant aspects among key segments. However, it is still challenged by a negative halo i.e., being less trusted and liked than stakeholders can rationally explain.

How to read results

80-100 Very high

70-79 High

60-69 Average

40-59 Low

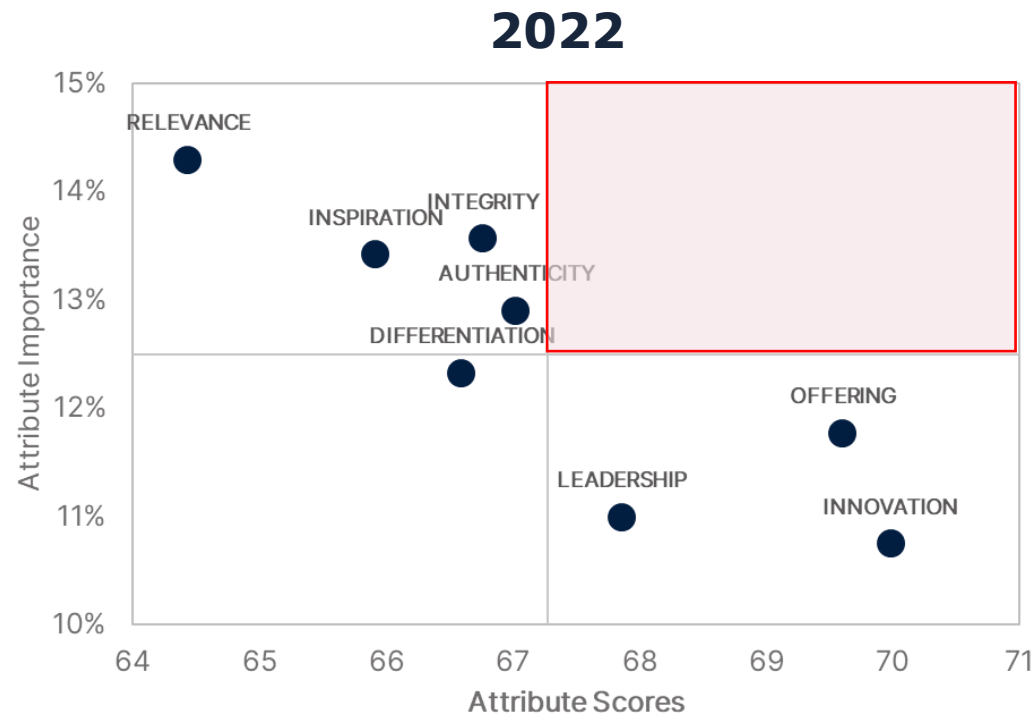
0-39 Very low

The industry needs to shift focus to get people to advocate on its behalf



Period: 2022

Advocacy Driver Analysis

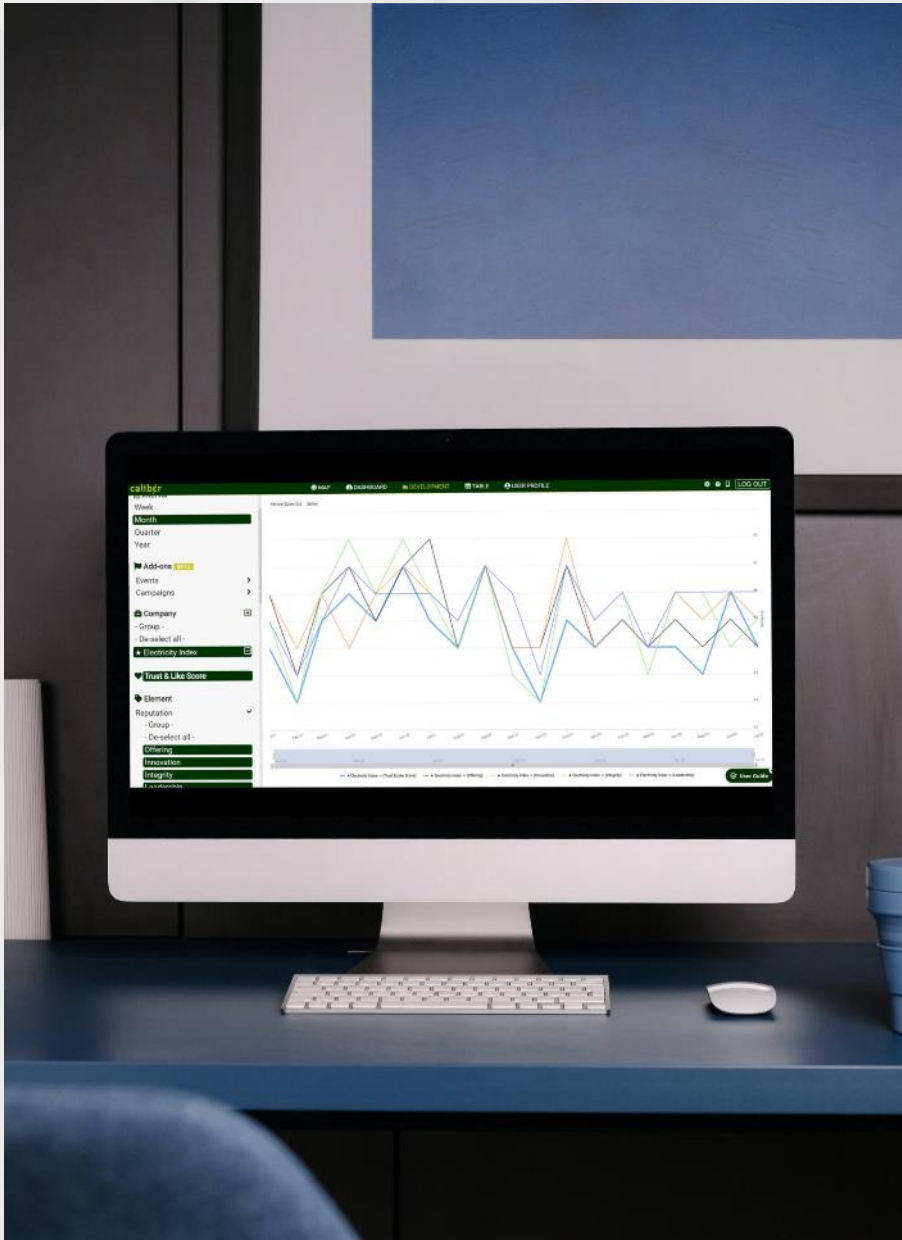


Companies included in the pharmaceutical index are perceived best in terms of their product offering, innovation and ability to manifest industry leadership.

However, while these are important metrics for building a strong reputational foundation, the industry does not inspire strong advocacy from the public. Currently, only 4 in 10 people are likely to say something positive about a pharma company if given the chance.

The matrix on the left shows average global scores of all attributes on the X-axis, and their relative importance in driving advocacy on the Y-axis (calculated through a statistical driver analysis). It demonstrates that companies in the Pharmaceutical Industry cannot rely on strong products, innovation and leadership to get more people to advocate on their behalf.

To do that, pharma companies must show people how they play a relevant role in their lives and their communities beyond delivering medical treatments.



Public perceptions of key pharma issues

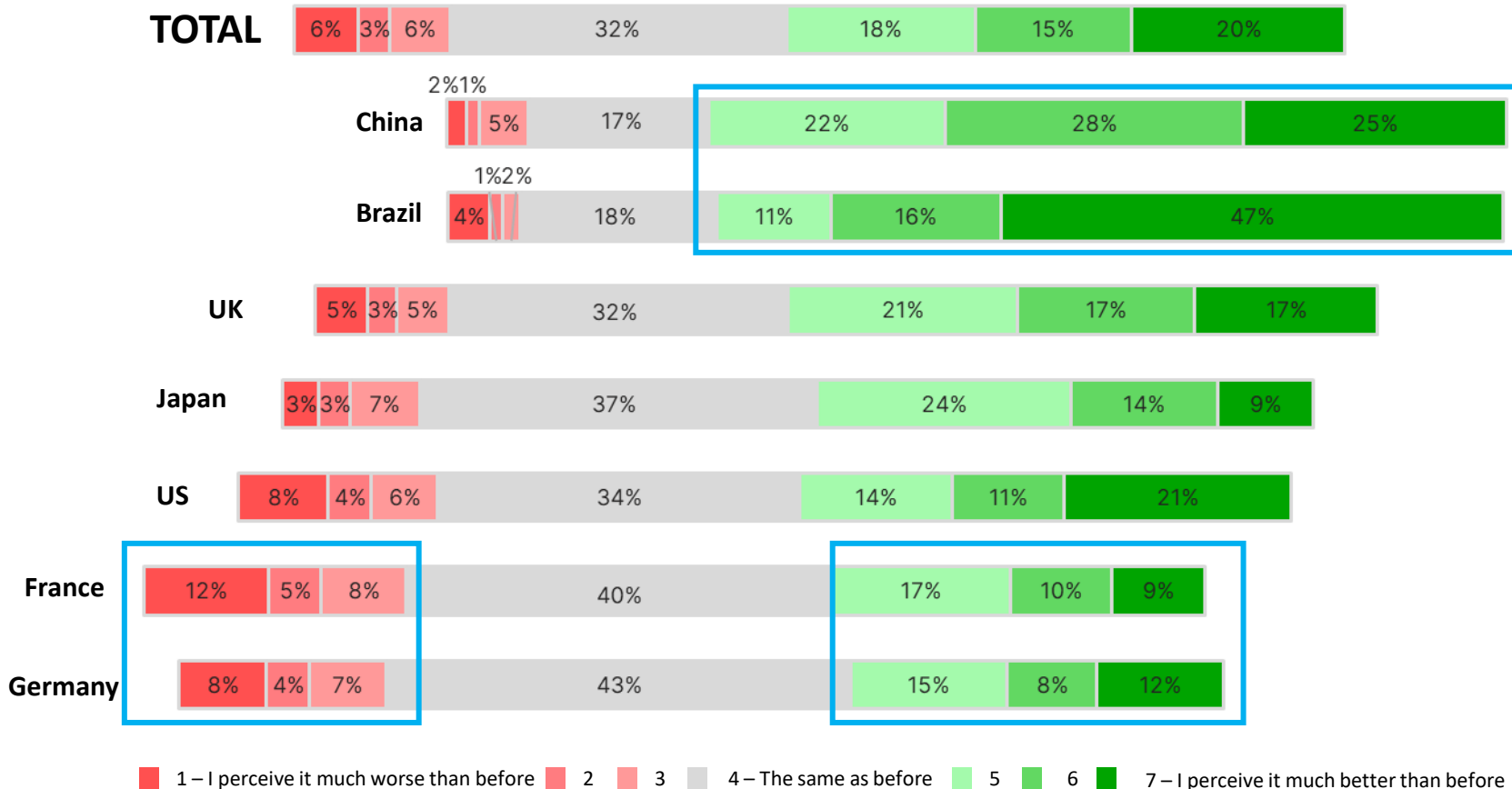
People perceive the industry better following its efforts to deal with COVID-19



Period: 2022,
19.09 – 23.11

Views of the Pharmaceutical Industry after efforts to handle COVID-19

How have your views of the Pharmaceutical Industry changed after seeing how it dealt with the COVID-19 pandemic?



The Pharmaceutical Industry's role in dealing with COVID-19 was a watershed moment for the industry in terms of public perception.

Globally, more than 50% of respondents say that they have a better perception of the industry due to its efforts in dealing with the COVID-19 pandemic. This is especially the case in China and Brazil, while opinions are more divided in some European countries.

The contrast between these results and the decline in the industry TLS in China and Brazil last year may be explained by the disconnect that people seem to have between the industry itself, and the individual companies comprising it.

COVID-19 will continue to impact society in 2023



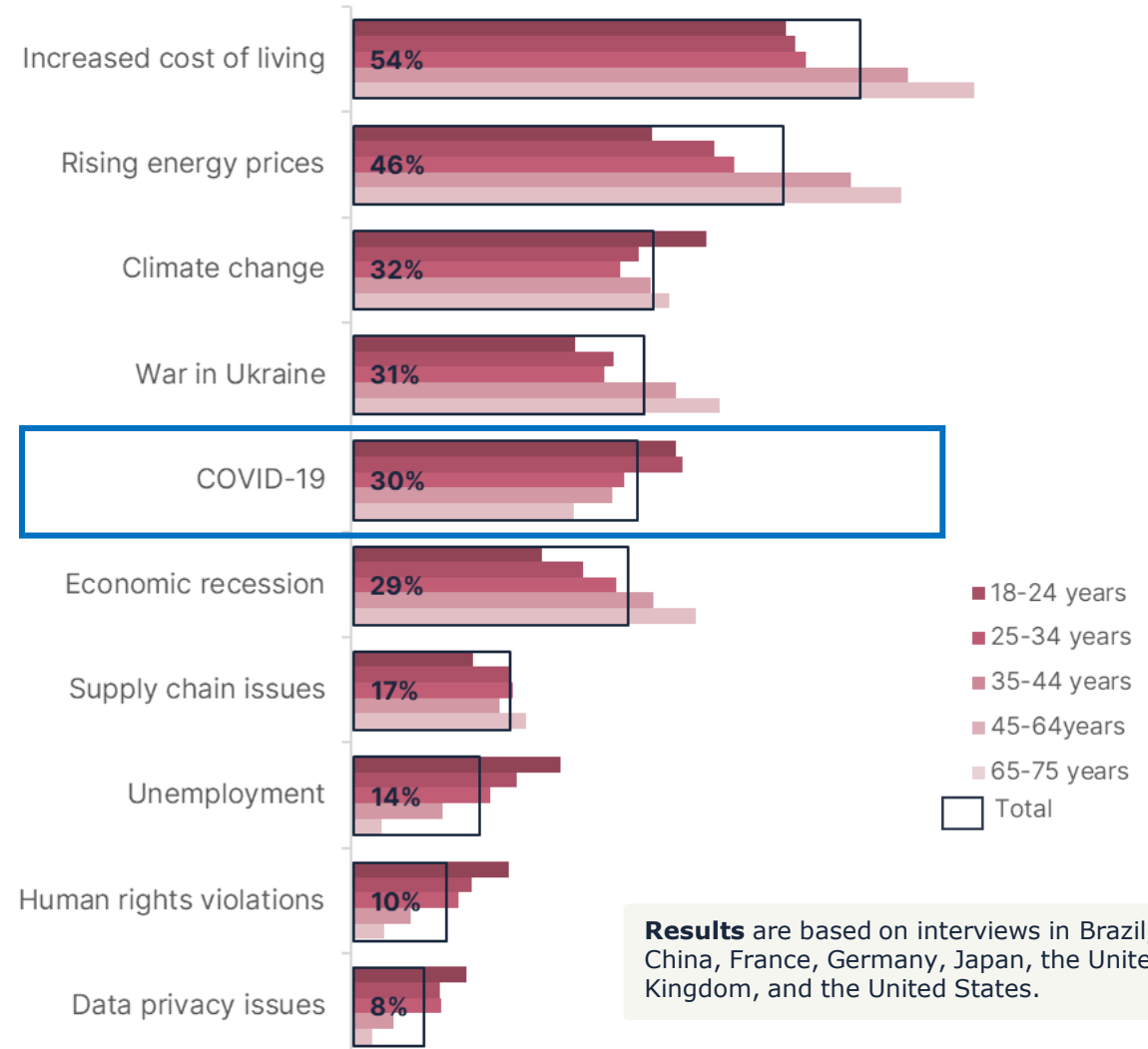
Period: 2022

Key issues that will impact society in 2023

COVID-19 is likely to remain a key global issue for society in 2023. While fears of inflation and rising energy prices stand out as the top issues in people's mind as potentially impacting society over the year ahead (data from July 2022), 30% of respondents also rank COVID-19 as a top-3 issue impacting society in 2023.

Surprisingly, younger generations see it as one of the most impactful issues and are more concerned than older respondents.

What three issues will impact society the most in the next 12 months?



Results are based on interviews in Brazil, China, France, Germany, Japan, the United Kingdom, and the United States.

Source: Caliber study, July 2022

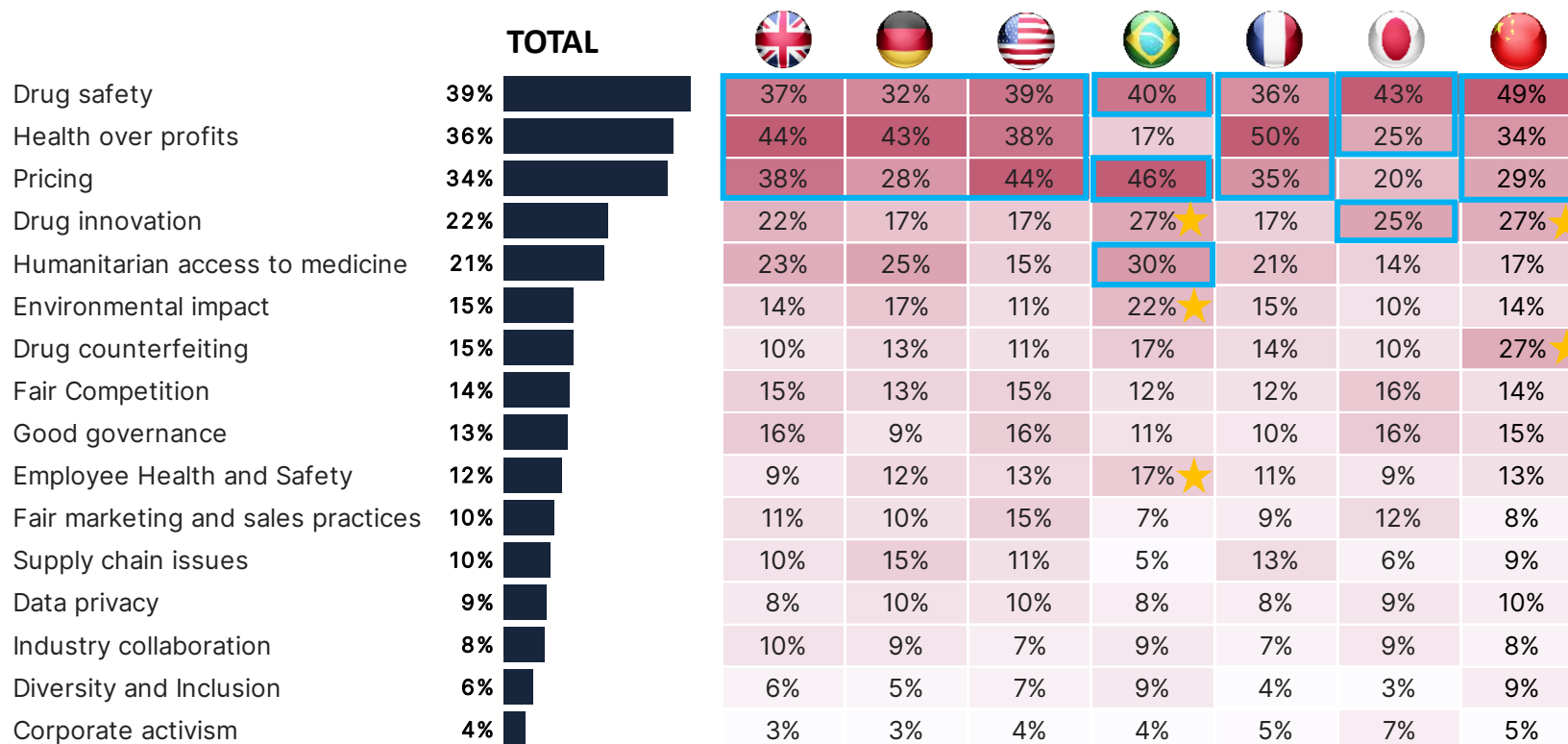
Access and Safety are key for instilling trust, more clearly so in Europe and the US



Period: 2022,
19.09 – 23.11

Key issues for the pharmaceutical industry to address in the eyes of the public

What are the three most important issues for the pharmaceutical industry to address in order to become more trustworthy?



Across the included markets, most people expect the industry to address issues related to drug safety and access to medicine (fair pricing and putting health over profits).

In Europe, there are higher expectations for pharma companies to prioritize public health over profits, while pricing is a more central issue for pharma in Brazil and the US.

While in the US the focus on pricing is associated with people's access to personal health insurance, the focus on pricing in Brazil is more connected to the general pressure on the universal healthcare system to provide leading treatments to the public.

In Japan and China, drug safety is the key issue, and in China there is also a key concern about drug counterfeiting.

HCPs also focus on fixing supply chain and EHS issues to build trust



Period: 2022,
19.09 – 23.11

Key issues for the pharmaceutical industry to address in the eyes of medical and healthcare professionals

What are the three most important issues for the Pharmaceutical Industry to address in order to become more trustworthy? (among medical professionals and HCPs)



For healthcare professionals, similar issues to the public focus take priority. Drug safety and access to medicine are the key issues for pharma to address in order to build trust.

HCPs contrast with the public by being more focused on the need to fix current and future supply chain issues, and to ensure the health and safety of pharma companies' employees.

Ethics takes clear priority over Innovation among people aged under 45



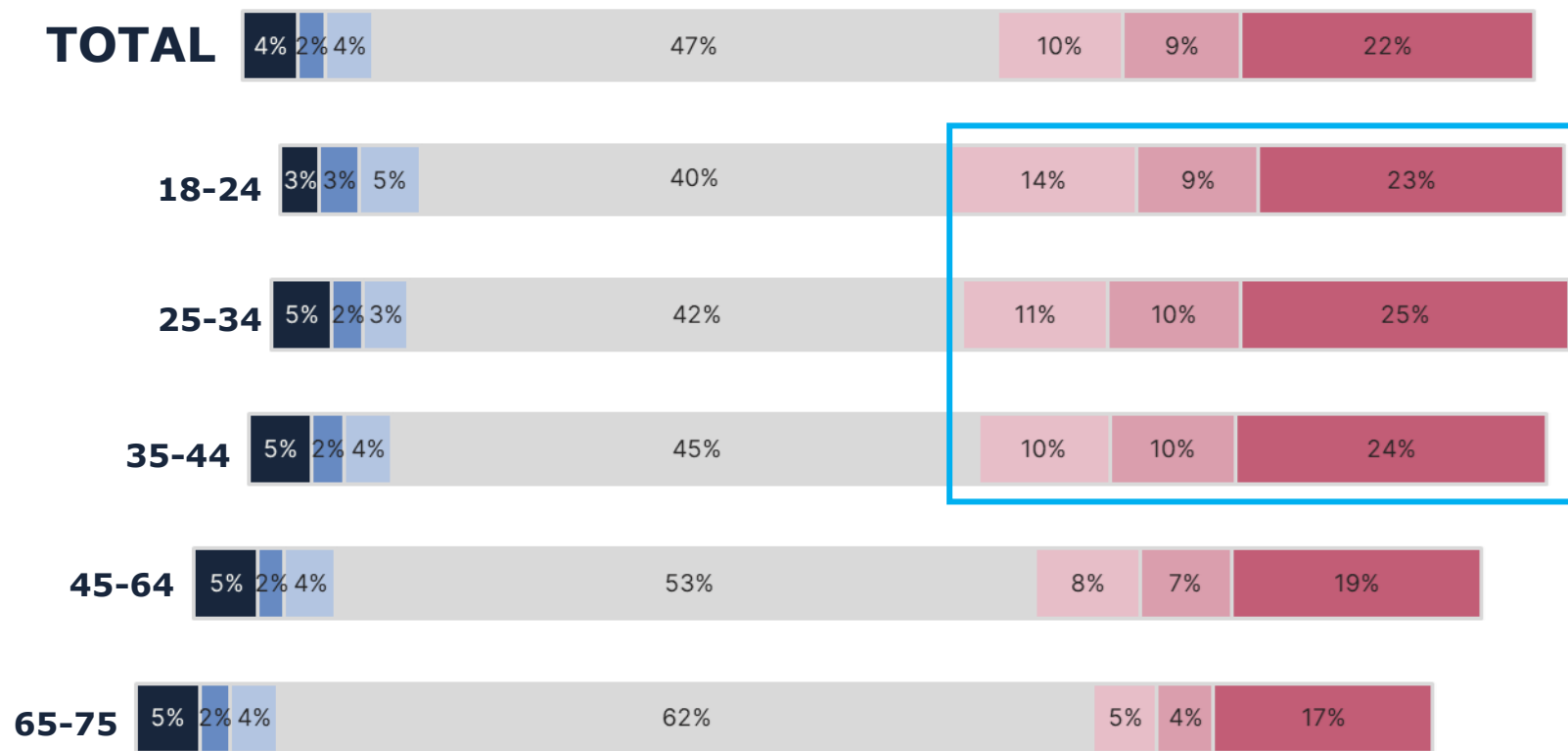
Period: 2022,
19.09 – 23.11

What is most important for the Pharma industry to focus on – Innovation or Ethics?

What do you consider to be more important for pharma to focus on, innovation or ethical practices?

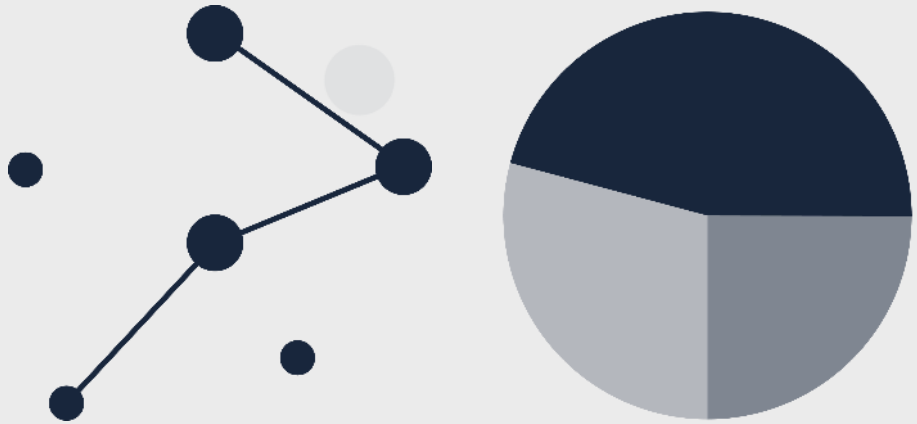
Younger generations place more emphasis on Ethics than those above the age of 44.

All age groups say that the Pharmaceutical Industry must strike a balance between Ethics and Innovation, but younger segments have stronger expectations that Ethics will take priority over Innovation, e.g., in pharma's development of new medicine.



1 - Innovation comes first 2 3 4 - They are both of equal importance 5 6 7 - Ethics comes first

RESULTS are based on interviews in Brazil, China, France, Germany, Japan, the United Kingdom, and the United States.



Reputation Ranking



Haleon had the best global reputation in the industry in 2022



Period: 2022,
19.09 – 23.11

Global reputation ranking of Pharma companies by Trust & Like Score

Top 5 Pharma companies by TLS

1	HALEON	73
2	Takeda	72
3	abbvie	72
4	STADA	71
5	AMGEN	71

Haleon ranked as the best-perceived pharma company in Caliber's ranking in 2022. The company's specific mission is to *tackle social and environmental barriers to better everyday health* – delivering on key expectations for the industry. The top-5 list indicates the reputational benefits this year of being further removed from the public focus and awareness.

Bottom 5 Pharma companies by TLS

1	NOVARTIS	66
2	Johnson & Johnson	63
3	moderna	62
4	Pfizer	60
5	AstraZeneca	59

4 of the 5 lowest-rated companies in this year's ranking were all involved in COVID vaccine programmes and all saw their reputations decline in 2022, as COVID-19 evolved into a less critical pandemic. J&J and Pfizer have particularly suffered, both declining in their home market to levels that are lower than their 2019 reputation scores, after having sharply risen in 2020.

How to read results

80-100

Very high

70-79

High

60-69

Average

40-59

Low

0-39

Very low

SCORES are based on interviews in Brazil, China, France, Germany, Japan, the United Kingdom, and the United States.

Ranking of all pharmaceutical companies included in Caliber's 2022 report



Period: 2022,
19.09 – 23.11

Global reputation ranking of Pharma companies by Trust & Like Score

Pharma companies, TLS ranking, 2022

1	Haleon	73	13	Bristol-Myers Squibb	68
2	Takeda Pharma	72	14	Sanofi	68
3	AbbVie	72	15	GlaxoSmithKline (GSK)	67
4	STADA	71	16	Eli Lilly	66
5	Amgen	71	17	BioNTech	66
6	Boehringer Ingelheim	71	18	Bayer	66
7	Novo Nordisk	70	19	Novartis	66
8	Merck & Co (MSD)	70	20	J&J	63
9	Merck KGaA	69	21	Moderna	62
10	Teva	69	22	Pfizer	60
11	Gilead Sciences	69	23	AstraZeneca	59
12	Roche	69			

How to read results 80-100 Very high 70-79 High 60-69 Average 40-59 Low 0-39 Very low

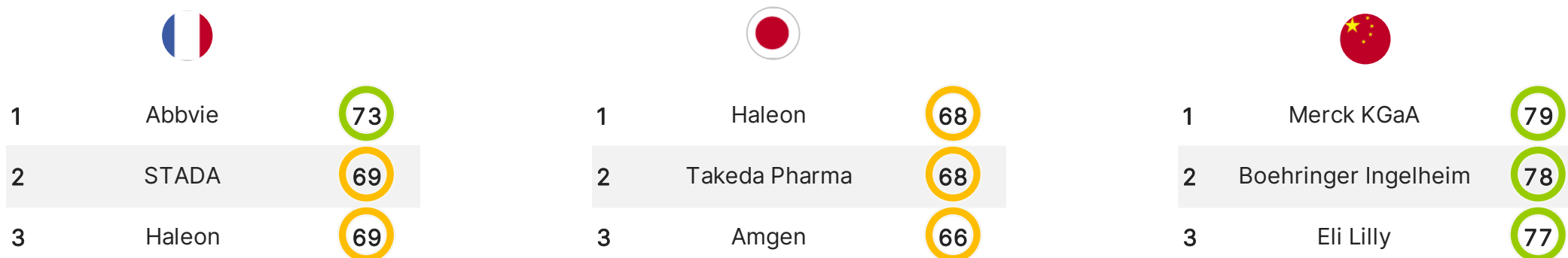
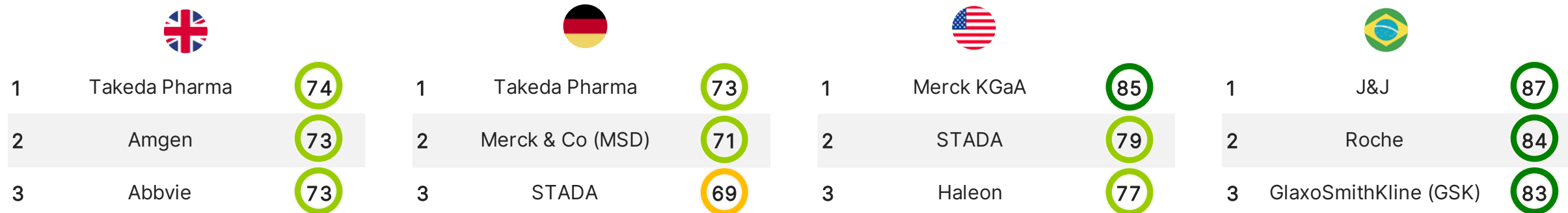
SCORES are based on interviews in Brazil, China, France, Germany, Japan, the United Kingdom, and the United States.

Ranking of the top 3 companies by market

Top-3 reputation ranking of pharma companies by Trust & Like Score across markets



Period: 2022,
19.09 – 23.11



How to read results





Methodology



About Caliber

Caliber aims to make business more trusted and trustworthy.

Through Real-Time Tracker, our continuous people-listening platform, we radically change the field of brand & reputation monitoring through a unique combination of real-time stakeholder tracking and corporate brand & reputation expertise. We help data-driven communicators and marketers capture stakeholder sentiment through daily online surveys and convert this knowledge into actionable insight that improves stakeholder preference and advocacy.

- ●
- ●
- ●
- ●
- ●

Our platform is fully customizable, globally scalable and more cost-effective than traditional research methods. It brings accurate and representative reputation data to its users, and allows them to share it across the business, and integrate it with media monitoring. This makes the business more agile and capable of both mitigating risks and optimizing activities across multiple arenas: from customer loyalty and employer attractiveness, to CSR position and investor appeal.

Contact us

hello@groupcaliber.com
www.groupcaliber.com

Brand and Reputation

There is ample proof that stakeholder behavior is linked to the degree to which people trust and like a company. Therefore, the Trust & Like Score is the key element used by Caliber in measuring the strength of a company's brand and reputation.

To better explain the meaning of the Trust & Like Score, we explore several attributes related to Brand, Reputation and Behavior, as well as information on demographics, professional background and the touchpoints through which stakeholders interact with companies.

You can find more about this approach on our website at groupcaliber.com.

To better understand whether a certain score is positive or negative, we use a normative scale that shows how the particular result compares with Caliber's database consisting of similar studies:

80-100	Very high
70-79	High
60-69	Average
40-59	Low
0-39	Very low

About this report

Caliber monitors how thousands of companies around the world are perceived on a daily basis through automated online interviews with real people across various stakeholder groups.

This report is based on the insights gathered in 2022 from interviews conducted in Brazil, China, France, Germany, Japan, the UK and the US. The data is based on interviews with more than 17,600 people.

The companies included in this report were selected as market leaders in the pharmaceutical sector within their respective geographies and are therefore seen as representative of the industry.

In each country, the respondents are randomly selected, and the sample is representative of the national population in terms of gender, region and age within the age span of 18 to 75.

The representative nature of the sample in this study is achieved solely by setting demographic quotas. There is no weighting of raw data or results.

Survey questions



All questions are asked using a 1–7 Likert rating scale. Responses are normalized into a rating scale of 0–100 without any weighting or adjustments.

STANDARD ATTRIBUTES

REPUTATION

Offering	COMPANY offers compelling products and services
Innovation	COMPANY is innovative in its field
Integrity	COMPANY behaves responsibly
Leadership	COMPANY demonstrates leadership

BRAND

Authenticity	COMPANY is a company that does what it says
Differentiation	I consider COMPANY to stand out from the competition in a positive way
Relevance	I can relate to what COMPANY stands for
Inspiration	I find COMPANY interesting

BEHAVIOR

Advocacy	I would say something positive about COMPANY to others, if given the chance
Consideration	I would buy, or continue buying, products and services from COMPANY, if given the chance
Recommendation	I would recommend COMPANY to others, if given the chance
Employment	If I were looking for a job, I would consider COMPANY as a place to work

QUESTIONS ON CONSUMER PERSPECTIVES

Views of the industry post-COVID

"How have your views of the pharmaceutical industry changed after seeing its efforts to handle the COVID-19 pandemic?"

Three most important issues

"What are the three most important issues for the pharmaceutical industry to address to become more trustworthy?"

Innovation or Ethics?

"What do you consider to be more important for pharma to focus on, innovation or ethical practices?"

Main issues impacting society

"In your opinion, what are the main issues that will impact society in the next 12 months?"



Published by Caliber

February 2023

For more information, please contact: hello@groupcaliber.com or visit our [website](#).