

Despite the current industry environment, Cegedim Strategic Data reports a decline of only 1.8% in worldwide pharmaceutical sales force levels in 2011

Paris, April 03, 2012 – [Cegedim Strategic Data](#) (CSD), leading provider of healthcare market research and worldwide promotional audits, has released the results of its audit concerning worldwide pharmaceutical sales force levels in 2011.

The increase in sales force levels in emerging markets such as China seems to have tempered the overall decline in worldwide sales rep levels, which stands at 1.8%, representing 413,565 reps in 2011 compared to 421,223 in 2010.

Audit highlights

The USA remained the leading country (73,762 reps), followed by China (65,827 reps) and Japan ranked third (54,236 reps).

Although it ranked first in worldwide sales force levels, the USA had 7% less sales reps in 2011 compared to the previous year. Japan also showed a marked 10% drop in sales force levels in 2011. In contrast to these mature markets, China continued to show double-digit growth with an increase of 18.6%.

For the top five European markets, Spain and the UK remained relatively stable; Italy and Germany showed declines of 1.7% and 2%, respectively, whereas France showed a notable decline of 12%.

In Brazil, sales force levels have increased by 3.5%, putting this country in fifth position worldwide for sales force levels.

Detailing to healthcare professionals remained the main channel for communicating promotional and clinical messages and represented just over 60% of global marketing investments in 2011.

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

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

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