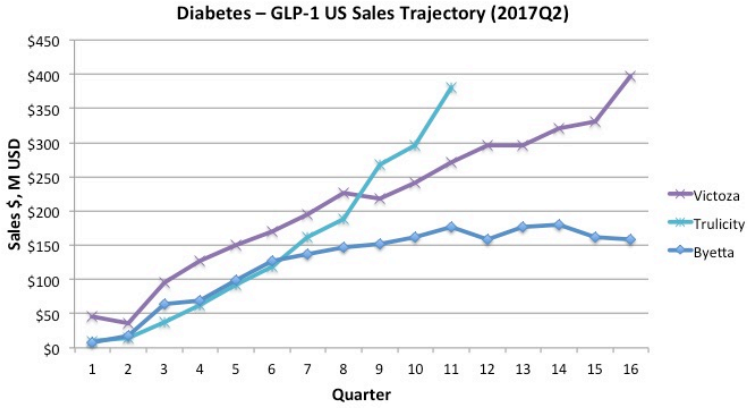
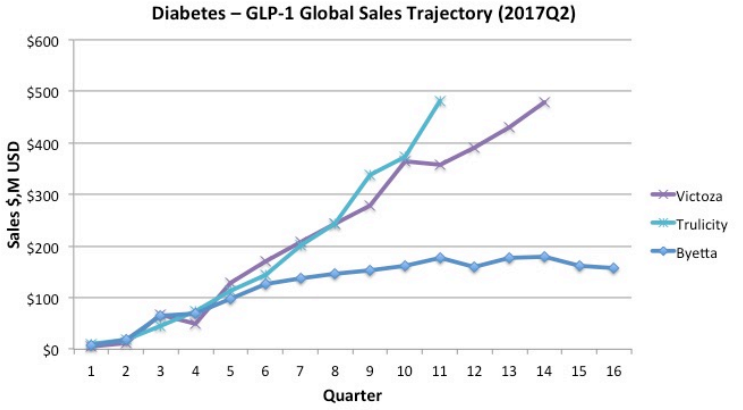
Trulicity's Sales Trajectory Bests Victoza's In the Diabetes Therapy Market

Boulder, Colorado, September 8, 2017 -- Trulicity (dulaglutide; Eli Lilly), the third once-weekly and sixth GLP-1 receptor agonist to market is demonstrating a superior sales trajectory compared to Victoza ((liraglutide; Novo Nordisk) for the comparable launch period. In spite of its late market entry, Trulicity's clinical profile, coupled with its easy-to-use pen (syringe) device and its once-weekly dosing has enabled Trulicity to gain on Victoza, the present market leader in the GLP-1 class of diabetic therapies. Trulicity's sales trajectory has now exceeded that of Victoza, both in the United States and Globally for an equivalent period from launch (see graphs).





Will Trulicity's sales trajectory continue at this pace, given Victoza's recent FDA approval and data showing a reduction in the risk of major cardiovascular (CV) events in adults with type 2 diabetes? Victoza is the third diabetic therapy following Jardiance (empagliflozin; Eli Lilly and Boehringer Ingelheim) and semaglutide (Novo Nordisk's developmental GLP-1 receptor agonist) to demonstrate data that it can not only lower blood glucose, but can also fend off CV problems. However, it appears that a CV benefit doesn't apply to the entire GLP-1 class, since neither Bydureon (exenetide extended release; AstraZeneca) nor Adlyxin / Lyxumia (lixisenatide; Sanofi) delivered CV benefits, although both drugs demonstrated CV safety.
The question are: How much will a CV advantage matter to physicians, patients, and particularly, payers? Will Trulicity be able to keep its momentum, given the CV benefits being demonstrated by its competitors?