

INDUSTRY TRENDS



AI Integration

- Speeding up data analysis
- Efficiency in R&D and clinical trials



Expansion

- Gene and cell therapies
- Weight management



New Regulations

- Medicare through the Inflation Reduction Act



	PFE	MRK	BMJ
Market Value	161.61B	265.72B	106.76B
P/E Ratio	38.03	19.41	12.66
Revenue Growth YoY	2.13%	7.16%	8.69%
Gross Profit	31.65B	47.02B	35.06B
Free Cash Flow (FCF)	4.81B	13.15B	12.95B
Profit Margin	-4.70%	18.9%	-14.06%
Return on Assets	-1.19%	12.65%	-6.95%

Good Indicators

- **Investments in Employee Wages, Cold Beverage Bar Technology, On-Demand Brewers**
- **Innovations in Beverages - cold brews, vegan options, energy drinks**
- **Data-driven Structure to target specific customer groups**
- **Has an edge over smaller competitors**