

The Corporate Reputation of Pharma, 2025/2026

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All 47 companies

The top-three rankings for overall corporate reputation, 2025/2026 (out of all 47 companies)

—as assessed by respondent patient groups **familiar** with the company:

- ViiV Healthcare, **1st**
- Roche/Genentech/Chugai, **2nd**
- AstraZeneca, **3rd**

The top-three rankings for overall corporate reputation, 2025/2026 (out of 47 companies)

—as assessed by respondent patient groups **working** with the company:

- ViiV Healthcare, **1st**
- Sobi, **2nd**
- Roche/Genentech/Chugai, **3rd**

Risers in the upper rankings:

The companies rising the most for corporate reputation (out of all 47 companies), 2025/2026 v. the previous year

—as assessed by respondent patient groups **familiar** with the company

GSK	+10	
AstraZeneca	+7	
Sanofi	+6	
UCB	+6	
MSD/Merck & Co	+4	
Novo Nordisk	+3	
PTC Therapeutics	+3	
Takeda	+3	
BioMarin	+2	
Novartis	+2	
Boehringer Ingelheim	+1	

Risers in the upper rankings:

The companies rising the most for corporate reputation (out of 47 companies), 2025/2026 v. the previous year

—as assessed by respondent patient groups **working** with the company

GSK	+6	
Sanofi	+6	
UCB	+6	
AstraZeneca	+4	
BioMarin	+3	
Boehringer	+3	
Roche	+3	
Incyte	+2	
Ipsen	+2	
Vertex	+2	
MSD/Merck & Co	+1	

All 15 companies

The top-three rankings for overall corporate reputation, 2025/2026 (out of all 15 'big-pharma' companies)

—as assessed by respondent patient groups **familiar** with the company:

- Roche/Genentech/Chugai, **1st**
- AstraZeneca, **2nd**
- Novartis, **3rd**

The top-three rankings for overall corporate reputation, 2025/2026 (out of all 15 'big-pharma' companies)

—as assessed by respondent patient groups **working** with the company:

- Roche/Genentech/Chugai, **1st**
- Gilead Sciences, **2nd**
- Boehringer Ingelheim, **3rd**

Risers in the upper rankings:

The companies rising the most for corporate reputation (out of all 15 'big-pharma' companies), 2025/2026 v. the previous year

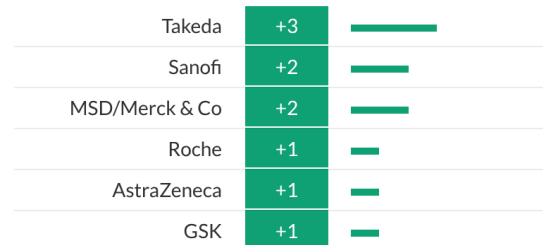
—as assessed by respondent patient groups **familiar** with the company



Risers in the upper rankings:

The companies rising the most for corporate reputation (out of all 15 'big-pharma' companies), 2025/2026 v. the previous year

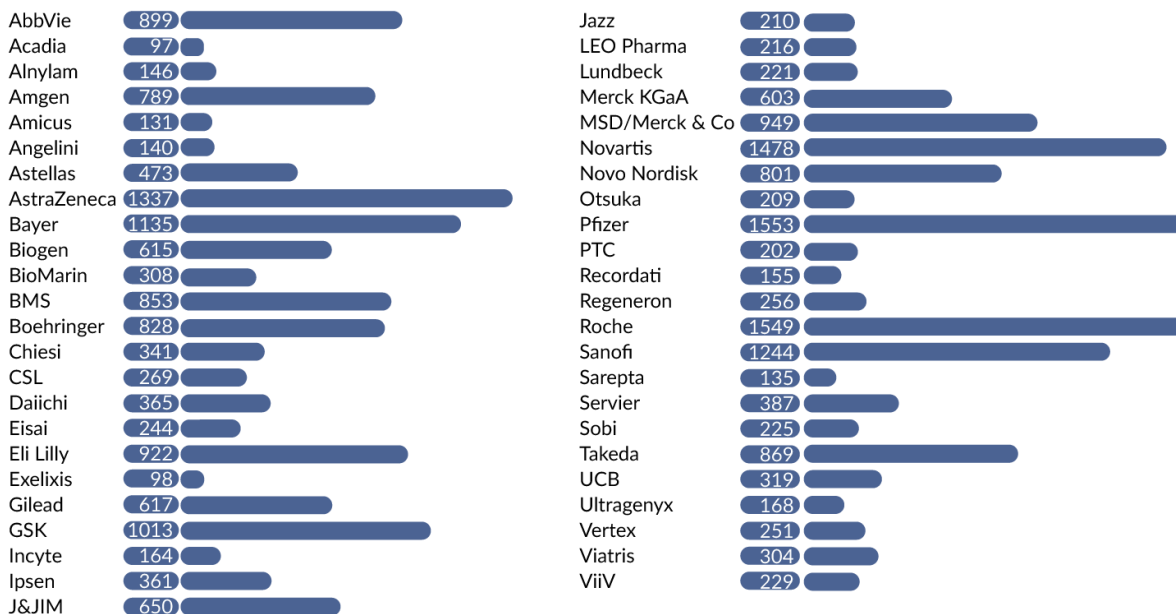
—as assessed by respondent patient groups **working** with the company



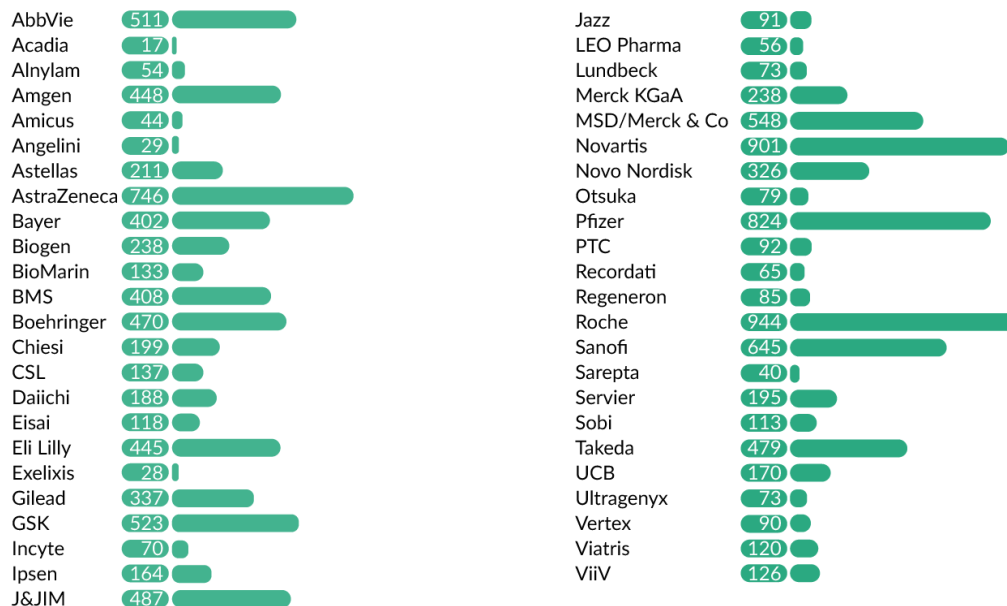
Respondent patient groups, 2025/2026—familiar, and working, with pharma

Number of respondent patient groups

FAMILIAR WITH



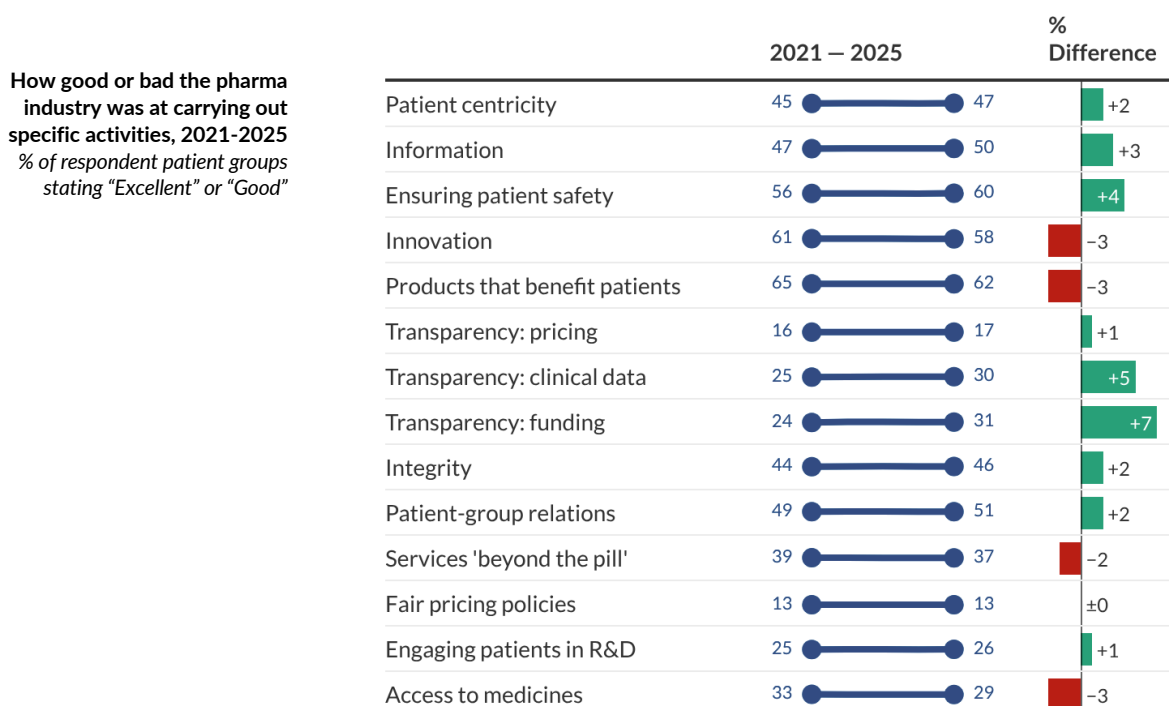
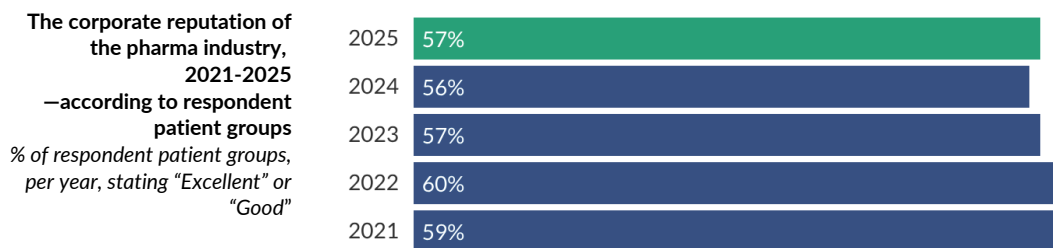
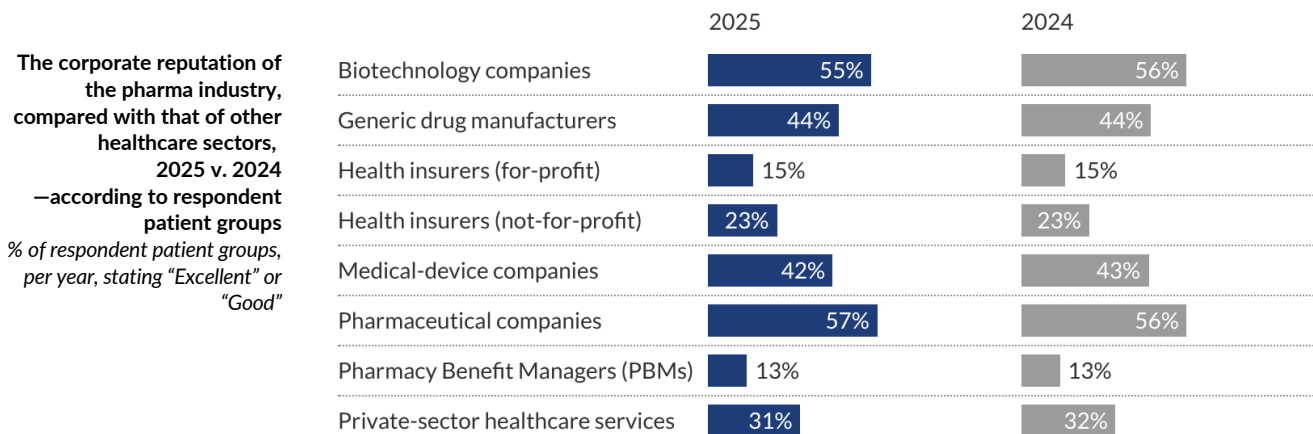
WORKING WITH



Notes:

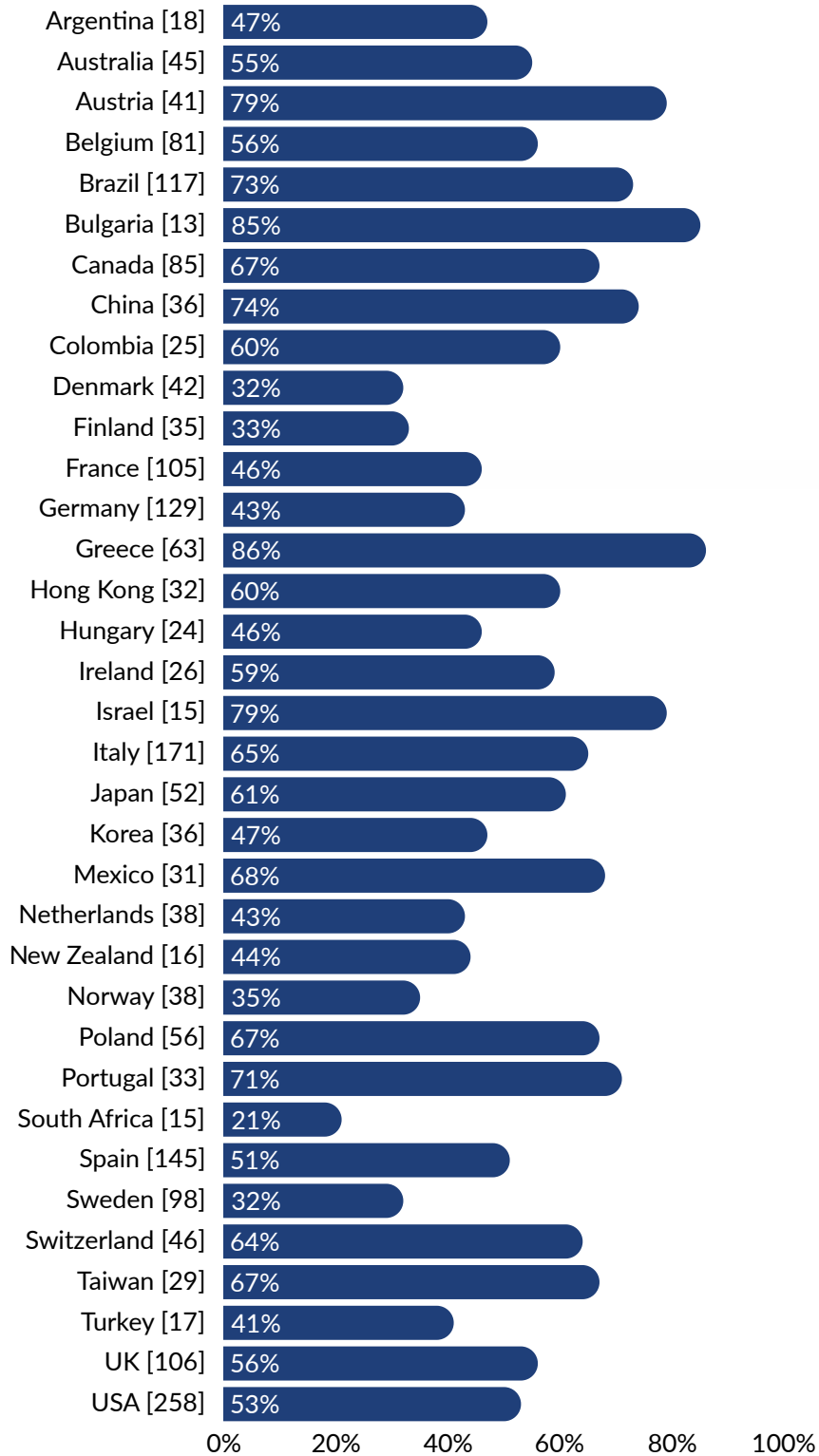
► To be included in any of PatientView's 'Corporate Reputation' analyses, a company must have 10+ respondent patient groups stating a working relationship with the company, and 20+ respondent patient groups claiming familiarity with a company.

Industry-wide findings: how pharma has performed over time



Pharma performance by country, 2025/2026

The corporate reputation of the pharma industry for 35 countries, 2025
 % of respondent patient groups, per year, stating "Excellent" or "Good"
 [number of respondent patient groups]



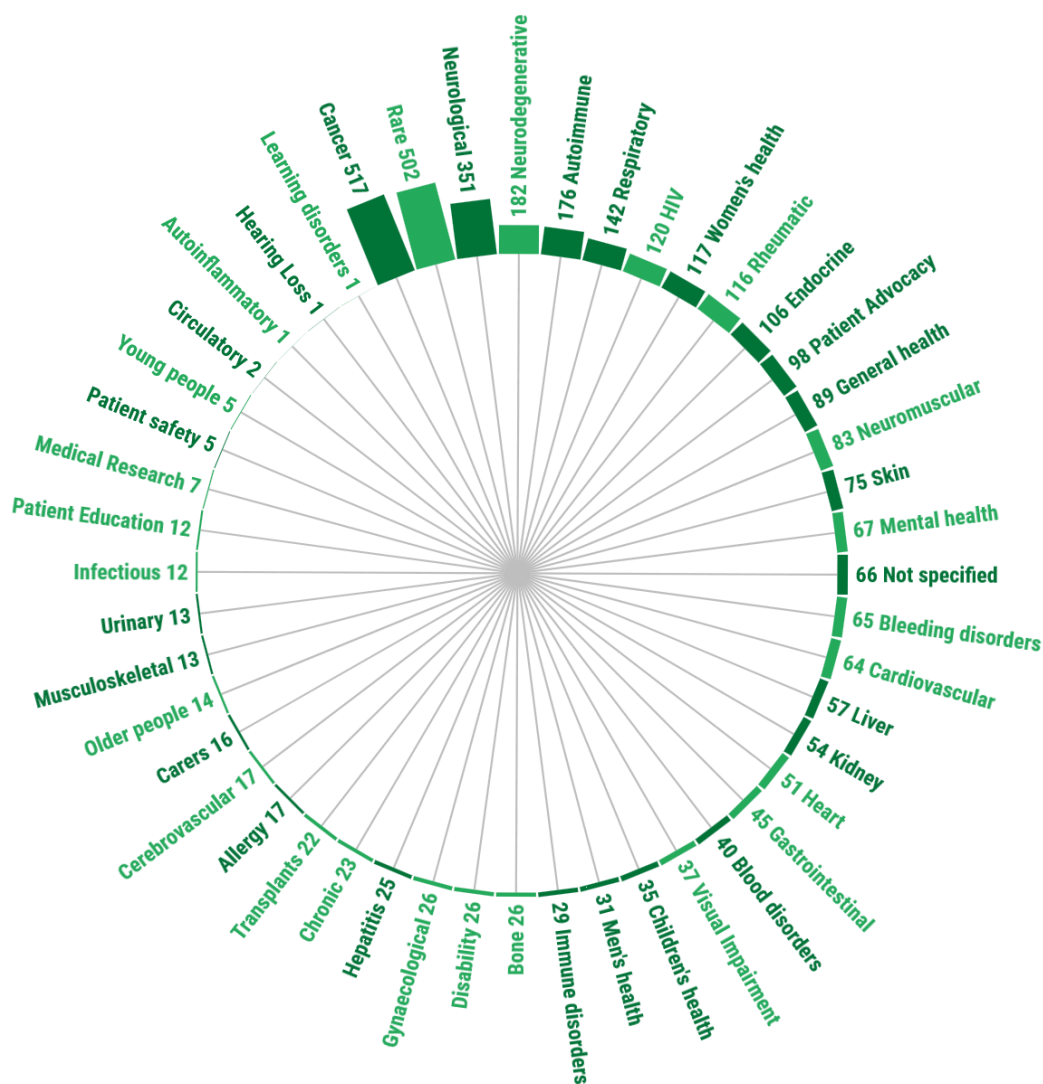
Pharma performance by country

The corporate reputation of the pharma industry, 2025 v. 2024 —according to respondent patient groups % difference for respondent patient groups, per year, stating "Excellent" or "Good"



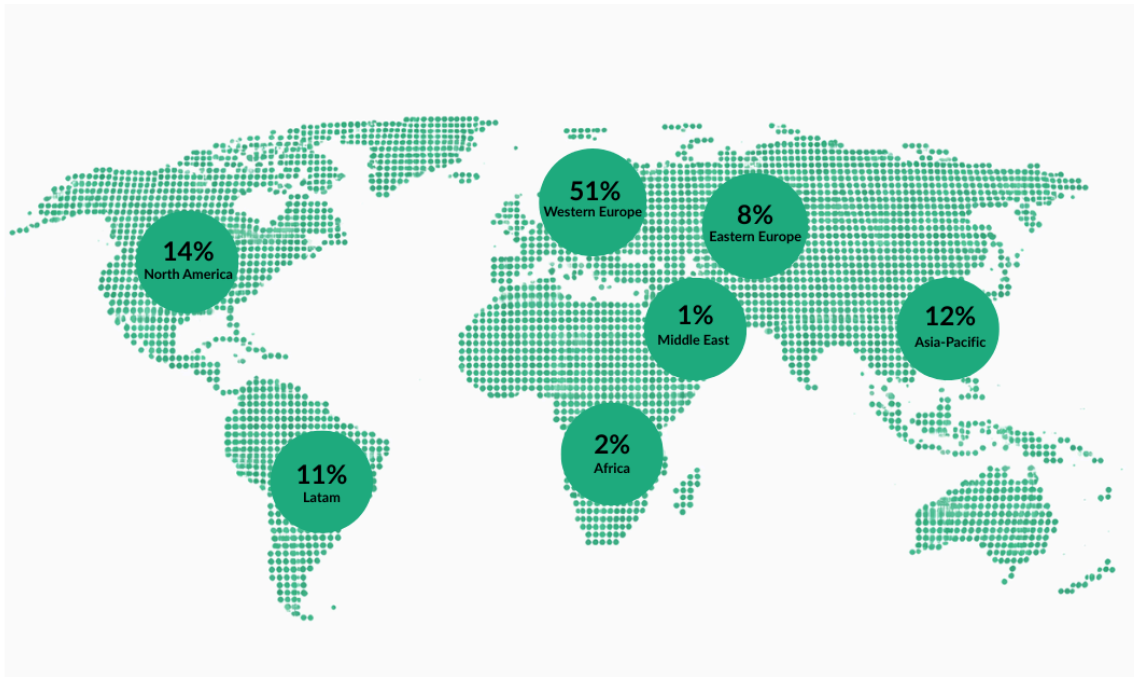
Scale - 20 to + 20

Broad therapy areas of respondent patient groups, 2025/2026
 Number of respondent patient groups, N = 2,403



Note:
 Each patient group may, or may not, be categorised into more than one therapy area

Regional headquarters of respondent patient groups, 2025/2026
Percentage of respondent patient groups, N = 2,403



Geographic reach of respondent patient groups, 2025/2026
Percentage of respondent patient groups, N = 2,403

