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The Corporate Reputation of Pharma, 2025/2026

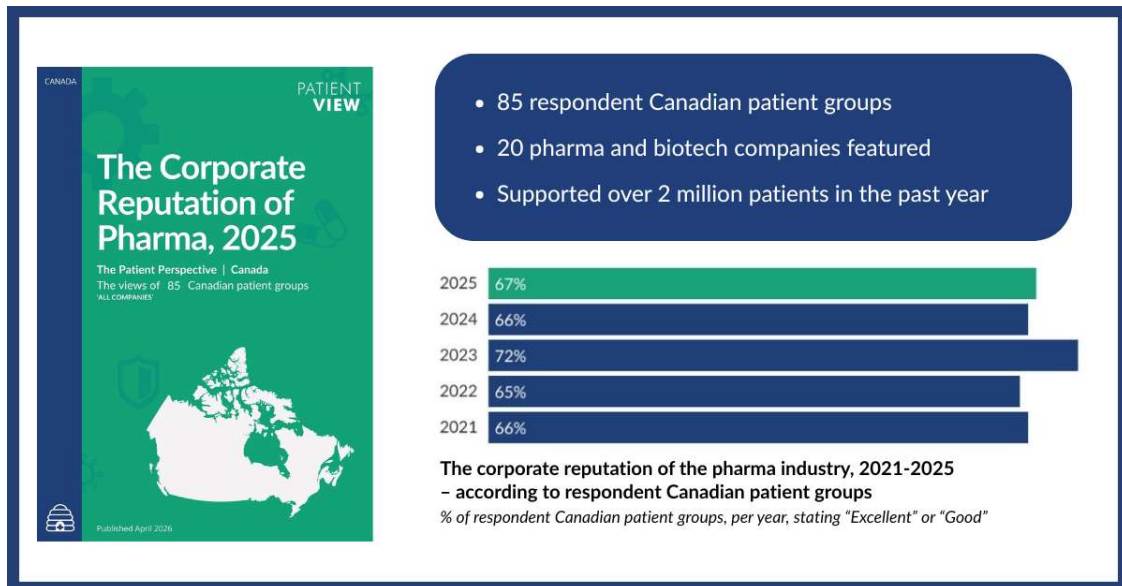
– Canada Edition:

What 85 Canadian Patient Groups Say About Pharma

The results of a PatientView™ survey, conducted December 2025-March 2026.

Survey answered by 85 Canadian patient groups.

20 pharma and biotech companies featured in the results.



For a high-resolution image, please contact ashleyh@alto-marketing.com

LONDON, UK (29th May 2026) – PatientView™ is pleased to announce the availability of the results from 'The Corporate Reputation of Pharma' survey, 2025/2026 – Canada Edition. Each annual 'Corporate Reputation' survey gives patient-advocacy groups from around the world an opportunity to comment on, and evaluate, the performance of the pharmaceutical industry—both as a whole, and at the level of individual companies. The 2025/2026 Canada edition draws on the perspectives of 85 respondent Canadian patient groups, spanning 29 broad therapy areas. Collectively, these respondent Canadian patient groups reported that they actively supported and served 2 million Canadian patients over the past year.

Patient groups are recognised as core actors in national healthcare systems, playing vital roles around the globe in advocacy, healthcare-service delivery, patient education, and medical research. Regulatory bodies also increasingly require evidence of meaningful patient engagement throughout the product lifecycle—making collaboration with patient groups not just valuable, but essential, for the pharmaceutical sector.

‘The Corporate Reputation of Pharma’ survey gives the pharma industry a direct, candid measure of its standing in the eyes of those it ultimately serves. Companies are evaluated and ranked by respondent patient groups against peer companies across a comprehensive set of indicators of corporate reputation: • patient centricity; • patient information; • patient safety; • the benefit of products to patients; • transparency on pricing, clinical-trial data, and funding of external stakeholders; • integrity; • the quality of patient-group relations (encompassing communications, long-term strategic support, and ease of working); • services ‘beyond the pill’; • patient engagement in R&D; and, finally, • equitable access to medicines.

The key findings are discussed below. It should be emphasised that the perspectives of Canadian patient groups differ, depending on their therapeutic specialty, geographic location in Canada, etc.

Key industry-wide findings, 2021 to 2025

- The overall corporate reputation of the pharma industry in Canada is higher than that of any other major healthcare stakeholder, and has remained both high and remarkably stable over a five-year period from 2021 to 2025/2026, according to respondent Canadian patient groups. The industry’s overall corporate reputation in Canada increased just slightly during 2025/2026, with 67% of 2025/2026’s respondent Canadian patient groups judging the industry to have an “Excellent” or “Good” reputation (up from 66% in 2024/2025).
- During the five-year time frame, respondent Canadian patient groups reported improvements by the industry in several key indicators of corporate reputation, including: • pharma’s commitment to ensuring patient safety in Canada; • transparency of clinical data; • engaging Canadian patients in R&D; and • pharma/Canadian patient-group relations.
- However, respondent Canadian patient groups also felt that the pharma industry showed declines during the five-year time frame in: • improvements in access to medicines for Canadian patients; and • fair pricing policies in Canada.
- Across the same five-year span, little-to-no improvement was observed by respondent Canadian patient groups in: • transparency of pricing in Canada; and • provision of information for Canadian patients.

Key findings on the corporate reputation in Canada of individual pharma companies, 2025/2026

The top-three rankings for overall corporate reputation in Canada, 2025/2026, out of **all-20 featured pharma companies**—as assessed by respondent Canadian patient groups **familiar**, or **working**, with the companies:

Familiar with [all 20 companies]

- Boehringer Ingelheim, **1st**
- GSK, **2nd**
- AstraZeneca, **3rd**

Working with [16 companies]

- GSK, **1st**
- Boehringer Ingelheim, **2nd**
- AstraZeneca, **3rd**

The top-three rankings for overall corporate reputation in Canada, 2025/2026, out of **15 'big-pharma' companies**—again, as assessed by respondent Canadian patient groups **familiar**, or **working**, with the companies:

Familiar with [15 'big-pharma' companies]

- Boehringer Ingelheim, **1st**
- GSK, **2nd**
- Roche, **3rd**

Working with [15 big-pharma companies]

- GSK, **1st**
- Boehringer Ingelheim, **2nd**
- AstraZeneca, **3rd**

The fastest risers in the upper rankings in Canada, 2025/2026, as assessed by respondent Canadian patient groups **familiar** with the companies (**out of all 20 companies**):

- GSK (up 10 places)
- Astellas Pharma (up 8 places)
- Roche (up 6 places)
- Novartis (up 5 places)
- Sanofi (up 5 places)
- AstraZeneca (up 3 places)
- Boehringer Ingelheim (up 2 places)
- Merck & Co/Merck Canada (up 1 place).

The fastest risers in the upper rankings in Canada, 2025/2026, as assessed by respondent Canadian patient groups **working** with the companies (**out of 16 qualifying companies**):

- Bayer (up 9 places)
- Eli Lilly (up 8 places)
- GSK (up 5 places)
- AstraZeneca (up 2 places)
- Roche (up 2 places)
- Merck & Co/Merck Canada (up 1 place).

The fastest risers in the upper **'big-pharma'** rankings in Canada, 2025/2026, as assessed by respondent Canadian patient groups **familiar** with the companies (out of all 15 'big-pharma' companies):

- GSK (up 7 places)
- Roche (up 4 places)
- Novartis (up 2 places)
- Sanofi (up 2 places)
- AstraZeneca (up 1 place)
- Boehringer Ingelheim (up 1 place).

The fastest risers in the upper **'big-pharma'** rankings in Canada 2025/2026, as assessed by respondent Canadian patient groups **working** with the companies (out of 15 'big-pharma' companies): ● Eli Lilly (up 6 places) ● GSK (up 5 places) ● Roche (up 3 places) ● Merck & Co (up 2 places) ● Novartis (up 2 places) ● AstraZeneca (up 1 place).

A comment from a Canadian patient group responding to the 2025/2026 'Corporate Reputation of Pharma' survey

"Support patient-group activities in our work to advocate, to remove barriers to new treatments. We need to advance clinical trials, as there is an ongoing need for new, safe, and effective treatments, which will need to be then presented for possible coverage by provincial plans. Patient-group voices and experiences need to be brought forward to move policies, to speed up the approvals process, and help get these new medications covered. We are on the cusp of some headway, but we must maintain our focused efforts and activities in this area." —National mental-health patient group, Canada

Additional comments from respondent Canadian patient groups, focusing on the various indicators of corporate reputation, can be found in the 'The Corporate Reputation of Pharma—from a Patient Perspective', 2025/2026, Canada edition.

Additional report information

The 20 pharmaceutical companies featured in the 'all-companies' version of the 2025/2026, Canada Edition:

● AbbVie ● Amgen ● Astellas Pharma ● AstraZeneca ● Bayer ● Biogen ● Boehringer Ingelheim ● Bristol Myers Squibb ● Eisai ● Eli Lilly ● Gilead Sciences ● GSK ● Johnson & Johnson Innovative Medicine (J&JIM) ● Merck KGaA/EMD Serono ● Merck & Co/Merck Canada ● Novartis ● Pfizer ● Roche ● Sanofi ● Takeda.

PatientView wishes to thank the 85 Canadian patient groups which gave up their time to participate in the 2025/2026 'Corporate Reputation of Pharma' survey. Their candid evaluations of the pharmaceutical industry—and their honest accounts of whether individual companies are truly meeting their needs and expectations—are what give this report authority and value. Please contact PatientView, if you wish to discuss means of accessing 'The Corporate Reputation of Pharma—from a Patient Perspective', 2025/2026, Canada edition.

Editor's notes

About the 'Corporate Reputation of Pharma'

PatientView annually surveys thousands of patient groups across a breadth of disease areas and geographies. The survey results provide patient perspectives on how the pharma industry has performed, over the last 12 months, at key activities of importance to patients and patient groups. Inside PatientView reports, you will find evidence-based insights and rankings—both for individual pharma companies, and for the wider-industry's performance. Pharma companies can also find actionable steps, and recommendations to improve future rankings. Patient groups responding to the 2025/2026 'Corporate Reputation' survey are actively engaging in discussions (and partnering) with stakeholders across the healthcare sector. The perceptions gained from the 'Corporate Reputation' research helps pharma companies to better address, and align with, patient needs and perspectives.

About PatientView

PatientView is a research company formed in 2000, in response to the growing importance of patient groups. PatientView examines, and publicises, the importance of patient groups worldwide. PatientView believes that the patient voice is essential in all aspects of healthcare. PatientView works with patient groups from almost every country, and from most therapeutic areas. PatientView is an entirely independent body, and conducts its studies independently. PatientView funds the annual 'Corporate Reputation of Pharma' study solely by itself, from the sales of the survey results to governments, regulators, payors, and the pharmaceutical and medical-device industries.