

drugs that initially succeeded despite offering limited added value, only to experience rapid declines in the long term. That observation can be interpreted as an adaptability of the market and its actors. This should encourage pharmaceutical companies to focus primarily on objective factors like added value, proof of efficacy in studies against standard therapies, costs, and practicality.

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**Author contributions** B.M. and R.S. contributed to the study's conception and design. B.M. performed data collection and data analysis. B.M. wrote the first draft of the paper. B.M. and R.S. commented on the first draft and read and approved the final manuscript. The authors declare that no paper mill was used and that all data were generated in-house.

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**Data availability** All source data for this study are available upon reasonable request from the authors.

## Declarations

**Ethics approval** This research was conducted according to the guidelines of good scientific practice of the Hannover Medical School (<https://www.mhh.de/en/research/good-scientific-practice>) and officially registered as a doctoral thesis project for Bores Manfouo. The Hanover Medical School follows the guidelines of the German Research Foundation (Deutsche Forschungsgemeinschaft, DFG).

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