

# Allergic Rhinitis Market- A Global and Regional Analysis: Focus on Drug Class and Region - Analysis and Forecast, 2025-2035

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## Abstracts

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### Market Overview

The global allergic rhinitis market is anticipated to witness significant growth in the coming years due to a rising prevalence of allergic diseases, technological advancements in treatment options, and a growing awareness of effective management strategies. Allergic rhinitis, which includes both seasonal and perennial types, affects a large portion of the global population and is expected to continue its upward trajectory. Environmental factors, climate change, and urbanization are contributing to the increase in allergic cases, making it a prominent public health concern. The availability of both pharmacological treatments such as antihistamines, corticosteroids, and decongestants, as well as immunotherapy (including both subcutaneous and sublingual forms), offers patients effective options for symptom relief. Moreover, trends such as the integration of personalized medicine, and the growing demand for long-term treatment options are likely to propel the market further.

### Impact

Increasing demand for allergic rhinitis therapies is anticipated to support the growth of the global allergic rhinitis market during the forecast period 2025-2035.

The global allergic rhinitis market is expected to grow at a significant rate due to advancements in treatment, the development of innovative therapies, and

increasing awareness among patients and healthcare providers.

## Market Segmentation:

### Segmentation 1: by Drug Class

Antihistamines

Anticholinergic Agents

Corticosteroids

Immunotherapy

Others

### Segmentation 2: by Region

North America

Europe

Asia-Pacific

Rest-of-the-World

The global allergic rhinitis market is geographically diverse, with distinct trends observed in different regions. North America holds the largest share of the market due to factors such as high healthcare expenditure, extensive availability of advanced healthcare services, and a growing awareness among patients regarding the management of allergic rhinitis. The U.S. leads the region, with a high prevalence of allergic conditions, and rapid adoption of new treatments. Europe follows closely, driven by strong healthcare systems, increasing patient awareness, and rising demand for immunotherapy options, particularly in countries like the U.K., Germany, and France. Asia-Pacific is witnessing rapid growth due to the expanding population and increasing urbanization. The market in these regions is also benefiting from improvements in

healthcare access, awareness of allergic rhinitis, and rising disposable incomes. The Rest-of-the-World region, including regions like Latin America and the Middle East, is experiencing steady growth, with an increasing focus on pharmaceutical investments, healthcare infrastructure development, and rising demand for affordable treatment options.

#### Recent Developments:

In May 2023, Altamira Therapeutics Ltd. announced key findings from the NASAR clinical trial of Bentro nasal spray for the treatment of seasonal allergic rhinitis (SAR).

In January 2025, the National Institute for Health and Care Excellence (NICE) in the UK approved Acarizax (12 SQ-HDM SLIT), a daily pill for treating severe dust mite allergies.

#### Demand – Drivers and Limitations

The following are the drivers for the global Allergic Rhinitis market:

**Increasing Prevalence of Allergic Rhinitis:** Growing exposure to allergens, including dust mites, pollen, and animal dander, has led to an increase in the number of allergic rhinitis cases worldwide. This growth in cases fuels demand for effective treatments.

**Advancements in Treatment Options:** Continuous innovation in pharmaceutical therapies such as antihistamines, corticosteroids, and immunotherapy has improved symptom management and quality of life for patients, driving market growth.

**Rising Healthcare Awareness:** Increased awareness about the condition and available treatments has led to a surge in diagnoses and patient visits, further stimulating market demand.

The global allergic rhinitis market is expected to face some limitations too, due to the following challenges:

**Side Effects of Medications:** Some treatments, particularly oral antihistamines and corticosteroids, are associated with adverse effects, such as sedation and weight gain, which may deter patient compliance.

**High Treatment Costs:** The cost of treatments, particularly immunotherapy, and new biologic therapies, can be prohibitively expensive, limiting access for patients in lower-income regions.

### How Can This Report Add Value to an Organization?

**Product/Innovation Strategy:** Product launches and innovations in the global allergic rhinitis market are focused on advancing treatment options to improve patient care. These innovations aim to enhance the efficacy of therapies and streamline the detection and management of the disease. Key players in the global allergic rhinitis market, such as Merck & Co., Sanofi, Teva Pharmaceuticals, Bayer, Viatris Inc., and Dr. Reddy's Laboratories. Companies have been involved in offering therapies for allergic rhinitis.

**Competitive Strategy:** Enterprises led by market leaders in the global allergic rhinitis market are continuously working on updating their product portfolios with innovative treatments to maintain competitiveness. A detailed competitive benchmarking of the key players in the global allergic rhinitis market has been conducted, providing insights into how these companies compare in terms of product offerings, market share, and innovation. This benchmarking provides readers with a clear understanding of the market landscape and the positions of the leading players. Additionally, comprehensive competitive strategies, such as partnerships, agreements, and collaborations, will help readers identify untapped revenue opportunities in the global allergic rhinitis market.

### Key Market Players and Competition Synopsis

The global allergic rhinitis market is highly competitive, with several key players driving innovations in the field. Leading companies such as Merck & Co., Sanofi, Teva Pharmaceuticals, Bayer, Viatris Inc., and Dr. Reddy's Laboratories, dominate the global allergic rhinitis market, offering a wide range of products, from oral antihistamines to immunotherapy treatments. These market leaders have a strong presence globally and are heavily involved in research and development (R&D) to introduce new drugs with improved efficacy, fewer side effects, and better patient compliance. Strategies like expanding product portfolios, regulatory approvals, and strategic collaborations and partnerships are vital in maintaining market leadership. The global allergic rhinitis

market is also witnessing mergers and acquisitions among prominent companies as they seek to consolidate their positions and expand their reach. Additionally, companies are increasingly focused on providing combination therapies that target multiple aspects of allergic rhinitis, catering to a broader range of patient needs.

Some of the prominent names established in this market are:

Merck & Co., Inc.

Bristol-Myers Squibb Company

Bayer

Sanofi

Teva Pharmaceutical Industries Ltd.

Novartis AG

Viatis Inc.

Boehringer Ingelheim International GmbH

ALK

Stallergenes Greer

Dermapharm Holding SE

Dr. Reddy's Laboratories

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