

Global Branded Generics Market Size Study, by Product (Trade Named Generics, Value-Added), by Drug Type (Alkylating Agents, Anti-depressants, Anti-epileptics, Anti-hypertensive, Anti-psychotics, Antimetabolites, Hormones, Lipid Lowering Drugs), by Route of Administration (Oral, Parenteral, Topical), by Indication (Acute & Chronic Pain, Cardiovascular Diseases, Dermatological Diseases, Gastrointestinal Diseases, Neurological Diseases, Oncology), by Distribution Channel (Offline, Online) and Regional Forecasts 2022-2032

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Abstracts

Global Branded Generics Market is valued at approximately USD 432.30 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 14.66% over the forecast period 2024-2032. Branded generics are medications bioequivalent to original innovator drugs and are marketed under a different brand name by another company post-patent expiration. These drugs, formulated using the same active pharmaceutical ingredients (APIs) as the innovator product, must meet similar regulatory requirements for manufacturing, safety, and efficacy standards. The primary growth drivers for the branded generics market include rising consumer awareness of accessible treatment options, increasing healthcare expenditure, and numerous patent expirations on blockbuster drugs.

Furthermore, the significant adoption of value-added branded generics, due to their additional benefits such as combined multiple active ingredients or innovative dosage forms, is driving market growth. For example, Benitek A (Olmесатran in combination

with Amlodipine), Nifedical (nifedipine), and Digitek (digoxin) are some value-added products designed to enhance therapeutic effects or reduce side effects. However, the market faces challenges such as stringent regulatory requirements for drug approval and quality control, as well as price erosion due to intense competition among manufacturers.

The route of administration plays a crucial role in the market dynamics, with oral administration being the most common and preferred method due to its convenience and non-invasive nature. Parenteral and topical routes are also significant, particularly for drugs that require quick relief or localized delivery. The indication segment reveals a burgeoning utilization of branded generics for gastrointestinal and neurological diseases, with increasing demand for cost-effective therapies in these areas.

The key regions considered for the global Branded Generics Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Branded Generics Market in terms of revenue. The market growth in the region is being attributed to factors including robust healthcare infrastructure and high per capita spending on pharmaceuticals. Also, increasing healthcare expenditure and favorable pricing policies drive market demand. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by rising R&D activities, supportive government initiatives, and increasing demand for trade generics.

Major market players included in this report are:

Abbott Laboratories

Ajanta Pharma Ltd.

Alkem Laboratories Ltd.

Amneal Pharmaceuticals LLC

Apotex Inc.

Aspen Pharmacare Holdings Limited

AstraZeneca PLC

Aurobindo Pharma Limited

Bausch Health Companies Inc.

Bristol-Myers Squibb Company

Cipla Limited

Dr. Reddy's Laboratories Ltd.

Endo International PLC

Eris Lifesciences Limited

Fresenius Kabi AG

The detailed segments and sub-segment of the market are explained below:

By Product:

- Trade Named Generics

- Value-Added

By Drug Type:

- Alkylating Agents
- Anti-depressants
- Anti-epileptics
- Anti-hypertensive
- Anti-psychotics
- Antimetabolites
- Hormones
- Lipid Lowering Drugs

By Route of Administration:

- Oral
- Parenteral
- Topical

By Indication:

- Acute & Chronic Pain
- Cardiovascular Diseases
- Dermatological Diseases
- Gastrointestinal Diseases
- Neurological Diseases
- Oncology

By Distribution Channel:

- Offline
- Online

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain

- Italy
- ROE

Asia Pacific

- China
- India
- Japan

- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico
- RoLA

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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