

Global Geriatric Medicine Market Size study, by Therapeutics (Analgesics, Antihypertensive, Statins, Proton Pump Inhibitors), by Condition, by Distribution Channel and Regional Forecasts 2022-2032

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Abstracts

Global Geriatric Medicine Market is valued approximately at USD 157.9 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.50% over the forecast period 2024-2032. As global demographics undergo a profound transformation with a rapidly aging population, the importance of geriatric medicine has surged to the forefront of healthcare priorities. Older adults, more prone to chronic illnesses, polypharmacy, and complex comorbidities, require specialized therapeutic strategies tailored to their physiological and psychological profiles. Geriatric medicine—focused on enhancing quality of life, prolonging independence, and reducing hospitalization rates—is witnessing unprecedented traction across both developed and emerging markets. The convergence of targeted drug development and value-based healthcare frameworks is facilitating better access to age-appropriate medical interventions.

Several systemic factors are driving the expansion of this market, most notably the exponential rise in age-associated conditions such as cardiovascular disorders, arthritis, osteoporosis, neurodegenerative diseases, and gastrointestinal complications. The growing clinical preference for tailored pharmacological interventions has spurred innovations across multiple therapeutic classes, including antihypertensives, statins, analgesics, and proton pump inhibitors. Concurrently, governments and global health bodies are ramping up investments in elderly care, home-based treatment solutions, and digital health platforms that promote medication adherence and early diagnosis. However, the sector is not without headwinds. High cost burdens of geriatric care, inadequate geriatric-focused infrastructure in several low- and middle-income countries, and concerns around drug interactions in polypharmacy regimes remain pressing

challenges.

The ongoing development of geriatric-friendly drug formulations—such as extended-release capsules, dissolvable tablets, and transdermal patches—is helping to address key issues around medication compliance and adverse drug reactions. Furthermore, the rising integration of artificial intelligence and telemedicine in elderly care ecosystems is transforming how conditions are monitored and managed. Stakeholders are increasingly pivoting toward preventive care models, with a strong emphasis on early screening and timely therapeutic intervention. The transition from reactive to proactive care is creating a favorable commercial environment for pharmaceutical firms and care delivery organizations.

On the investment front, pharmaceutical giants are strategically collaborating with tech-driven health firms and research institutions to tap into the unmet clinical needs of the aging population. Private and public sector partnerships are accelerating R&D efforts into safer, more tolerable geriatric drugs and holistic care protocols. As older adults become a significant share of healthcare consumers, companies are also tailoring marketing strategies and access models around their specific preferences, income patterns, and risk profiles. Policy-level frameworks—such as reimbursement schemes for geriatric pharmacotherapy and funding for eldercare facilities—are further reinforcing the market's long-term growth narrative.

Regionally, North America currently holds a leading share in the global geriatric medicine market, thanks to its advanced healthcare infrastructure, high awareness levels, and a growing Medicare-insured elderly population. Europe follows closely, backed by favorable policy mandates and structured elderly care programs, particularly in countries like Germany, France, and the UK. Meanwhile, Asia Pacific is projected to grow at the fastest pace over the forecast period, propelled by a rapidly aging demographic base, expanding access to healthcare in countries such as China, Japan, and India, and increasing government expenditure on public health initiatives. Latin America and the Middle East & Africa are also showing promising potential, especially with their emerging interest in strengthening elderly health services through international collaborations.

Major market player included in this report are:

Merck & Co., Inc.

GlaxoSmithKline plc

Sanofi S.A.

Pfizer Inc.

Novartis AG

Abbott Laboratories

AstraZeneca PLC

Johnson & Johnson

Eli Lilly and Company

Teva Pharmaceutical Industries Ltd.

Cipla Ltd.

Aurobindo Pharma

Boehringer Ingelheim

Sun Pharmaceutical Industries Ltd.

Mylan N.V.

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

By Therapeutics

Analgesics

Antihypertensive

Statins

Proton Pump Inhibitors

By Condition

Cardiovascular

Arthritis

Diabetes

Neurological

Cancer

Osteoporosis

Respiratory

Others

By Distribution Channel

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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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