

Global Motion Sickness Drugs Market Size Study by Product Type (Antihistamines, Anticholinergics), by Distribution Channel (Offline, Online), and Regional Forecasts 2022-2032

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Abstracts

The Global Motion Sickness Drugs Market is valued at approximately USD 597.65 million in 2023 and is anticipated to grow with a healthy growth rate of more than 4.37% over the forecast period 2024-2032. The motion sickness drugs market is witnessing substantial growth, driven by several critical factors, including the widespread availability of over-the-counter (OTC) medications tailored to meet diverse consumer preferences. The significant global surge in travel and tourism has further augmented the demand for these remedies. However, the market faces challenges such as the emergence of nonpharmacological treatments that compete with traditional medications, the introduction of generic alternatives, and concerns regarding the adverse effects associated with motion sickness medications. Continuous innovation and stringent regulatory oversight are imperative to ensure consumer safety and satisfaction while maintaining market resilience amid evolving preferences and emerging competition. Industry stakeholders must adapt by focusing on product innovation, quality assurance, and compliance with regulatory standards to sustain growth in this competitive landscape.

The market addresses unmet healthcare needs related to motion sickness, a condition caused by multi-axial motion and acceleration, leading to discomfort and anxiety among travelers and individuals in motion-heavy scenarios, including virtual reality environments. The market offers various solutions, including the Reliefband and Reliefband Sport, targeting acetylcholine receptors, available as prescription drugs for cancer patients, females, and others. These solutions cater to developed economies with specific demand dynamics and are accessible through various distribution

channels, including online pharmacies. Additionally, the market explores options like wearable relief bands and traditional medicines with different routes of administration, such as transdermal drugs and oral drugs, to effectively manage motion sickness.

The availability of over-the-counter (OTC) drugs is notably driving market growth. The global motion sickness drug market is largely served by generic drugs available both by prescription and OTC. Anticholinergics and antihistamines are considered first-line treatments for controlling and preventing symptoms associated with motion sickness. Several antihistamines are available OTC and can be used by pediatric patients. These drugs primarily prevent symptoms rather than treat them. OTC medicines are sold directly to patients or consumers without a doctor's prescription, increasing their availability and affordability, allowing patients to self-medicate symptoms associated with mild illness. The availability of OTC medicines reduces the financial burden associated with drug treatment, as prescriptions are no longer required to purchase these medicines.

The increased penetration of online channels is a significant trend shaping the market. Online drug sales have become increasingly popular due to their convenience. The COVID-19 pandemic has increased the demand for motion sickness medicines through online channels. The rise of telemedicine and virtual consultations has made it easier for patients to receive prescriptions online. Online platforms offer a convenient way for consumers to purchase medicines from the comfort of their own homes. With the prevalence of technology and the internet, more people are adopting e-commerce platforms for pharmaceuticals, including motion sickness remedies, which is expected to drive market growth during the forecast period.

The launch of generic drugs may impede market growth. The introduction of generic drugs has adversely affected the growth of the global motion sickness drug market. After generic drugs are introduced, branded versions lose market share. Generic drugs are cheaper and contain the same active ingredients as the original drugs. They enter the market shortly after branded drugs lose patent exclusivity. Increased competition from generic products leads to lower sales of branded drugs, impacting the market position of incumbent players. Once these generic drugs are introduced in developed countries, they quickly reach developing countries, adversely affecting markets during the forecast period.

The key regions considered in the study include Asia Pacific, North America, Europe, Latin America, and the Middle East. North America is estimated to dominated the global

market during the forecast period. This high proportion is due to the existence of large pharmaceutical companies offering both branded and generic medications and an adequate regulatory framework for new drug approval in the region. Additionally, the rise in tourism and adventure sports increases the demand for motion sickness drugs. Asia Pacific is projected to registered fastest growth owing to rising disposable income of people has led more patients to opt for treatment, contributing to the growth of the market. Moreover, increasing focus on investment in R&D activities by major companies to maintain their market position is expected to have a positive impact on the market in the coming years.

Major market players included in this report are:

Abbott Laboratories

Baxter International Inc.

CVS Health Corp.

GlaxoSmithKline Plc

Novartis AG

Sun Pharmaceutical Industries Ltd.

Teva Pharmaceutical Industries Ltd.

Lupin Ltd.

Merck KGaA

Pfizer Inc.

Amneal Pharmaceuticals Inc.

Hylands

Myungmoon Pharm Co. Ltd.

Zydus Lifesciences Ltd.

Viartis Inc.

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

By Product Type:

Antihistamines

Anticholinergics

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

Rest of Latin America

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:

Global Motion Sickness Drugs Market Size Study by Product Type (Antihistamines, Anticholinergics), by Distribu...

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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