

Global Marketing, Promotion and Channel Management (MPCM) Services Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/G8F96F264A91EN.html>

Date: February 2026

Pages: 124

Price: US\$ 2,980.00 (Single User License)

ID: G8F96F264A91EN

Abstracts

MPCM means marketing, promotion and channel management for the sale and promotion of pharmaceutical products for pharmaceutical manufacturers. Marketing, Promotion, and Channel Management (MPCM) services are integral components of the broader marketing and sales landscape, involving strategies and activities to promote products or services, enhance brand visibility, and manage distribution channels effectively. MPCM services often include a range of activities such as advertising, promotions, branding, and optimizing the distribution channels for reaching target customers. Please note that the information provided here may not reflect the most recent developments, so it's advisable to check the latest sources for the current status of the Marketing, Promotion, and Channel Management Services market.

Key Aspects of the Marketing, Promotion, and Channel Management Services Market:

- Integrated Marketing and Promotion:** MPCM services typically involve integrated marketing and promotional strategies aimed at creating awareness, attracting customers, and driving sales. This may include digital marketing, traditional advertising, content creation, and more.
- Digital Marketing:** With the increasing importance of digital platforms, MPCM services often include digital marketing components such as social media marketing, search engine optimization (SEO), email marketing, and online advertising.
- Promotions and Campaigns:** MPCM services encompass the planning and execution of promotional campaigns to engage customers and stimulate sales. This may involve discounts, loyalty programs, and other promotional activities.
- Branding and Positioning:** Building and managing a strong brand image is a key aspect of MPCM. This includes defining brand positioning, messaging, and ensuring consistent branding across various channels.
- Channel Management:** Efficient channel management is critical for reaching target audiences. MPCM services involve optimizing distribution channels, managing relationships with retailers and intermediaries, and ensuring products or services reach

consumers effectively. **Market Research and Analytics:** MPCM services often incorporate market research and analytics to understand consumer behavior, assess market trends, and measure the effectiveness of marketing and promotional campaigns. **E-commerce Integration:** With the growth of e-commerce, MPCM services may include strategies for integrating online sales channels, optimizing e-commerce platforms, and enhancing the overall digital customer experience. **Global and Local Strategies:** MPCM services may involve developing strategies that cater to both global and local markets. This could include adapting marketing messages, promotions, and distribution channels to suit specific regional preferences and trends. **Data-driven Decision Making:** The use of data analytics and insights is a key trend in MPCM. Data-driven decision-making allows businesses to optimize their marketing efforts, target specific customer segments, and measure the return on investment (ROI) of marketing activities. **Industry-specific Approaches:** MPCM services often take into account the unique characteristics of different industries. Strategies and tactics may vary based on whether the focus is on consumer goods, technology, healthcare, or other sectors. **Agency and Consulting Services:** Businesses may engage marketing agencies or consulting firms to provide MPCM services. These entities bring expertise in marketing strategy, creative development, and campaign execution. **Technological Integration:** The integration of marketing technologies, such as customer relationship management (CRM) systems, marketing automation tools, and analytics platforms, is common in MPCM services to enhance efficiency and effectiveness. **Compliance and Ethics:** Adhering to ethical standards and legal compliance is crucial in MPCM services. This includes following industry regulations, privacy laws, and ethical marketing practices. **Impact of Global Events:** Global events, economic shifts, and societal changes can impact MPCM strategies. Adapting to evolving trends and unforeseen challenges is a consideration in the planning and execution of marketing and promotion activities.

The global Marketing, Promotion and Channel Management (MPCM) Services market size was estimated at USD 8564.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Marketing, Promotion and Channel Management (MPCM) Services market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the

industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Marketing, Promotion and Channel Management (MPCM) Services market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Marketing, Promotion and Channel Management (MPCM) Services market.

Global Marketing, Promotion and Channel Management (MPCM) Services Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

China Medical System (CMS)

IQVIA

PHOENIX Group

EVERSANA

Ashfield Engage (Inizio)

Amplify Health

Sinco Pharma

Syneos Health
EPS Corporation
Uniphar Group
CMIC Group
SciClone Pharmaceuticals
China Pioneer Pharma
Promoveo Health
CSO Pharmitalia
GTS Solution
QFR Solutions

Market Segmentation (by Type)

Personal Promotion
Non-personal Promotion
Others

Market Segmentation (by Application)

Pharmaceutical Company
Biotechnology Company
Generic Company
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Marketing, Promotion and Channel Management (MPCM)
Services Market
Overview of the regional outlook of the Marketing, Promotion and Channel Management
(MPCM) Services Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Marketing, Promotion and Channel Management (MPCM) Services Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Marketing, Promotion and Channel Management (MPCM) Services, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and

acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Marketing, Promotion and Channel Management (MPCM) Services

1.2 Key Market Segments

1.2.1 Marketing, Promotion and Channel Management (MPCM) Services Segment by Type

1.2.2 Marketing, Promotion and Channel Management (MPCM) Services Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Marketing, Promotion and Channel Management (MPCM) Services Product Life Cycle

3.3 Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Market Share by Company (2020-2025)

3.4 Marketing, Promotion and Channel Management (MPCM) Services Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 Marketing, Promotion and Channel Management (MPCM) Services Market Competitive Situation and Trends

3.6.1 Marketing, Promotion and Channel Management (MPCM) Services Market

Concentration Rate

3.6.2 Global 5 and 10 Largest Marketing, Promotion and Channel Management (MPCM) Services Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES VALUE CHAIN ANALYSIS

4.1 Marketing, Promotion and Channel Management (MPCM) Services Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Marketing, Promotion and Channel Management (MPCM) Services Market Porter's Five Forces Analysis

6 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market by Type (2020-2025)

6.3 Global Marketing, Promotion and Channel Management (MPCM) Services Market

Size Growth Rate by Type (2021-2025)

7 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD) by Application (2020-2025)

7.3 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth Rate by Application (2021-2025)

8 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET SEGMENTATION BY REGION

8.1 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region

8.1.1 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region

8.1.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region

8.2 North America

8.2.1 North America Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Marketing, Promotion and Channel Management (MPCM)

Services Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Marketing, Promotion and Channel Management (MPCM)

Services Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 China Medical System (CMS)

9.1.1 China Medical System (CMS) Basic Information

9.1.2 China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Product Overview

9.1.3 China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance

9.1.4 China Medical System (CMS) SWOT Analysis

9.1.5 China Medical System (CMS) Business Overview

9.1.6 China Medical System (CMS) Recent Developments

9.2 IQVIA

9.2.1 IQVIA Basic Information

9.2.2 IQVIA Marketing, Promotion and Channel Management (MPCM) Services Product Overview

9.2.3 IQVIA Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance

9.2.4 IQVIA SWOT Analysis

9.2.5 IQVIA Business Overview

9.2.6 IQVIA Recent Developments

9.3 PHOENIX Group

- 9.3.1 PHOENIX Group Basic Information
- 9.3.2 PHOENIX Group Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
- 9.3.3 PHOENIX Group Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
- 9.3.4 PHOENIX Group SWOT Analysis
- 9.3.5 PHOENIX Group Business Overview
- 9.3.6 PHOENIX Group Recent Developments
- 9.4 EVERSANA
 - 9.4.1 EVERSANA Basic Information
 - 9.4.2 EVERSANA Marketing, Promotion and Channel Management (MPCM) Services
Product Overview
 - 9.4.3 EVERSANA Marketing, Promotion and Channel Management (MPCM) Services
Product Market Performance
 - 9.4.4 EVERSANA Business Overview
 - 9.4.5 EVERSANA Recent Developments
- 9.5 Ashfield Engage (Inizio)
 - 9.5.1 Ashfield Engage (Inizio) Basic Information
 - 9.5.2 Ashfield Engage (Inizio) Marketing, Promotion and Channel Management
(MPCM) Services Product Overview
 - 9.5.3 Ashfield Engage (Inizio) Marketing, Promotion and Channel Management
(MPCM) Services Product Market Performance
 - 9.5.4 Ashfield Engage (Inizio) Business Overview
 - 9.5.5 Ashfield Engage (Inizio) Recent Developments
- 9.6 Amplity Health
 - 9.6.1 Amplity Health Basic Information
 - 9.6.2 Amplity Health Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
 - 9.6.3 Amplity Health Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
 - 9.6.4 Amplity Health Business Overview
 - 9.6.5 Amplity Health Recent Developments
- 9.7 Sinco Pharma
 - 9.7.1 Sinco Pharma Basic Information
 - 9.7.2 Sinco Pharma Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
 - 9.7.3 Sinco Pharma Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
 - 9.7.4 Sinco Pharma Business Overview

- 9.7.5 Sinco Pharma Recent Developments
- 9.8 Syneos Health
 - 9.8.1 Syneos Health Basic Information
 - 9.8.2 Syneos Health Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
 - 9.8.3 Syneos Health Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
 - 9.8.4 Syneos Health Business Overview
 - 9.8.5 Syneos Health Recent Developments
- 9.9 EPS Corporation
 - 9.9.1 EPS Corporation Basic Information
 - 9.9.2 EPS Corporation Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
 - 9.9.3 EPS Corporation Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
 - 9.9.4 EPS Corporation Business Overview
 - 9.9.5 EPS Corporation Recent Developments
- 9.10 Uniphar Group
 - 9.10.1 Uniphar Group Basic Information
 - 9.10.2 Uniphar Group Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
 - 9.10.3 Uniphar Group Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
 - 9.10.4 Uniphar Group Business Overview
 - 9.10.5 Uniphar Group Recent Developments
- 9.11 CMIC Group
 - 9.11.1 CMIC Group Basic Information
 - 9.11.2 CMIC Group Marketing, Promotion and Channel Management (MPCM)
Services Product Overview
 - 9.11.3 CMIC Group Marketing, Promotion and Channel Management (MPCM)
Services Product Market Performance
 - 9.11.4 CMIC Group Business Overview
 - 9.11.5 CMIC Group Recent Developments
- 9.12 SciClone Pharmaceuticals
 - 9.12.1 SciClone Pharmaceuticals Basic Information
 - 9.12.2 SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Product Overview
 - 9.12.3 SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance

- 9.12.4 SciClone Pharmaceuticals Business Overview
- 9.12.5 SciClone Pharmaceuticals Recent Developments
- 9.13 China Pioneer Pharma
 - 9.13.1 China Pioneer Pharma Basic Information
 - 9.13.2 China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Overview
 - 9.13.3 China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance
 - 9.13.4 China Pioneer Pharma Business Overview
 - 9.13.5 China Pioneer Pharma Recent Developments
- 9.14 Promoveo Health
 - 9.14.1 Promoveo Health Basic Information
 - 9.14.2 Promoveo Health Marketing, Promotion and Channel Management (MPCM) Services Product Overview
 - 9.14.3 Promoveo Health Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance
 - 9.14.4 Promoveo Health Business Overview
 - 9.14.5 Promoveo Health Recent Developments
- 9.15 CSO Pharmitalia
 - 9.15.1 CSO Pharmitalia Basic Information
 - 9.15.2 CSO Pharmitalia Marketing, Promotion and Channel Management (MPCM) Services Product Overview
 - 9.15.3 CSO Pharmitalia Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance
 - 9.15.4 CSO Pharmitalia Business Overview
 - 9.15.5 CSO Pharmitalia Recent Developments
- 9.16 GTS Solution
 - 9.16.1 GTS Solution Basic Information
 - 9.16.2 GTS Solution Marketing, Promotion and Channel Management (MPCM) Services Product Overview
 - 9.16.3 GTS Solution Marketing, Promotion and Channel Management (MPCM) Services Product Market Performance
 - 9.16.4 GTS Solution Business Overview
 - 9.16.5 GTS Solution Recent Developments
- 9.17 QFR Solutions
 - 9.17.1 QFR Solutions Basic Information
 - 9.17.2 QFR Solutions Marketing, Promotion and Channel Management (MPCM) Services Product Overview
 - 9.17.3 QFR Solutions Marketing, Promotion and Channel Management (MPCM)

Services Product Market Performance

9.17.4 QFR Solutions Business Overview

9.17.5 QFR Solutions Recent Developments

10 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET FORECAST BY REGION

10.1 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast

10.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Country

10.2.3 Asia Pacific Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Region

10.2.4 South America Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Marketing, Promotion and Channel Management (MPCM) Services by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Marketing, Promotion and Channel Management (MPCM) Services Market Forecast by Type (2026-2035)

11.1.1 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Type (2026-2035)

11.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market Forecast by Application (2026-2035)

11.2.1 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (M USD)

Table 4. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application

Table 5. Marketing, Promotion and Channel Management (MPCM) Services Market Size Comparison by Region (M USD)

Table 6. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) by Company (2020-2025)

Table 7. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Marketing, Promotion and Channel Management (MPCM) Services as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Marketing, Promotion and Channel Management (MPCM) Services Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Marketing, Promotion and Channel Management (MPCM) Services Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (M USD)

Table 22. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD) by Type (2020-2025)

Table 23. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share by Type (2020-2025)

Table 24. Global Marketing, Promotion and Channel Management (MPCM) Services

Market Size Growth Rate by Type (2021-2025)

Table 25. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application

Table 26. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2020-2025) & (M USD)

Table 27. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share by Application (2020-2025)

Table 28. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth Rate by Application (2021-2025)

Table 29. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region (2020-2025) & (M USD)

Table 30. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region (2020-2025)

Table 31. North America Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region (2020-2025) & (M USD)

Table 34. South America Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region (2020-2025) & (M USD)

Table 36. China Medical System (CMS) Basic Information

Table 37. China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 38. China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 39. China Medical System (CMS) SWOT Analysis

Table 40. China Medical System (CMS) Business Overview

Table 41. China Medical System (CMS) Recent Developments

Table 42. IQVIA Basic Information

Table 43. IQVIA Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 44. IQVIA Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 45. IQVIA SWOT Analysis

Table 46. IQVIA Business Overview

Table 47. IQVIA Recent Developments

Table 48. PHOENIX Group Basic Information
Table 49. PHOENIX Group Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 50. PHOENIX Group Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 51. PHOENIX Group SWOT Analysis
Table 52. PHOENIX Group Business Overview
Table 53. PHOENIX Group Recent Developments
Table 54. EVERSANA Basic Information
Table 55. EVERSANA Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 56. EVERSANA Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 57. EVERSANA Business Overview
Table 58. EVERSANA Recent Developments
Table 59. Ashfield Engage (Inizio) Basic Information
Table 60. Ashfield Engage (Inizio) Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 61. Ashfield Engage (Inizio) Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 62. Ashfield Engage (Inizio) Business Overview
Table 63. Ashfield Engage (Inizio) Recent Developments
Table 64. Amplity Health Basic Information
Table 65. Amplity Health Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 66. Amplity Health Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 67. Amplity Health Business Overview
Table 68. Amplity Health Recent Developments
Table 69. Sinco Pharma Basic Information
Table 70. Sinco Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 71. Sinco Pharma Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 72. Sinco Pharma Business Overview
Table 73. Sinco Pharma Recent Developments
Table 74. Syneos Health Basic Information
Table 75. Syneos Health Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 76. Syneos Health Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Syneos Health Business Overview

Table 78. Syneos Health Recent Developments

Table 79. EPS Corporation Basic Information

Table 80. EPS Corporation Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 81. EPS Corporation Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 82. EPS Corporation Business Overview

Table 83. EPS Corporation Recent Developments

Table 84. Uniphar Group Basic Information

Table 85. Uniphar Group Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 86. Uniphar Group Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Uniphar Group Business Overview

Table 88. Uniphar Group Recent Developments

Table 89. CMIC Group Basic Information

Table 90. CMIC Group Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 91. CMIC Group Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 92. CMIC Group Business Overview

Table 93. CMIC Group Recent Developments

Table 94. SciClone Pharmaceuticals Basic Information

Table 95. SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 96. SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 97. SciClone Pharmaceuticals Business Overview

Table 98. SciClone Pharmaceuticals Recent Developments

Table 99. China Pioneer Pharma Basic Information

Table 100. China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Overview

Table 101. China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)

Table 102. China Pioneer Pharma Business Overview

Table 103. China Pioneer Pharma Recent Developments

Table 104. Promoveo Health Basic Information
Table 105. Promoveo Health Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 106. Promoveo Health Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 107. Promoveo Health Business Overview
Table 108. Promoveo Health Recent Developments
Table 109. CSO Pharmitalia Basic Information
Table 110. CSO Pharmitalia Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 111. CSO Pharmitalia Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 112. CSO Pharmitalia Business Overview
Table 113. CSO Pharmitalia Recent Developments
Table 114. GTS Solution Basic Information
Table 115. GTS Solution Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 116. GTS Solution Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 117. GTS Solution Business Overview
Table 118. GTS Solution Recent Developments
Table 119. QFR Solutions Basic Information
Table 120. QFR Solutions Marketing, Promotion and Channel Management (MPCM) Services Product Overview
Table 121. QFR Solutions Marketing, Promotion and Channel Management (MPCM) Services Revenue (M USD) and Gross Margin (2020-2025)
Table 122. QFR Solutions Business Overview
Table 123. QFR Solutions Recent Developments
Table 124. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Region (2026-2035) & (M USD)
Table 125. North America Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Country (2026-2035) & (M USD)
Table 126. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Country (2026-2035) & (M USD)
Table 127. Asia Pacific Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Region (2026-2035) & (M USD)
Table 128. South America Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Country (2026-2035) & (M USD)
Table 129. Middle East and Africa Marketing, Promotion and Channel Management

(MPCM) Services Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Type (2026-2035) & (M USD)

Table 131. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Marketing, Promotion and Channel Management (MPCM) Services

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD), 2025-2035

Figure 5. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Marketing, Promotion and Channel Management (MPCM) Services Product Life Cycle

Figure 12. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Share by Company in 2025

Figure 13. Marketing, Promotion and Channel Management (MPCM) Services Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by Marketing, Promotion and Channel Management (MPCM) Services Revenue in 2025

Figure 15. Value Chain Map of Marketing, Promotion and Channel Management (MPCM) Services

Figure 16. Global Marketing, Promotion and Channel Management (MPCM) Services Market PEST Analysis

Figure 17. Global Marketing, Promotion and Channel Management (MPCM) Services Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share by Type

Figure 20. Market Share of Marketing, Promotion and Channel Management (MPCM) Services by Type (2020-2025)

Figure 21. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share by Application

Figure 24. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share by Application (2020-2025)

Figure 25. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share by Application in 2024

Figure 26. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth Rate by Application (2021-2025)

Figure 27. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region (2020-2025)

Figure 28. North America Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Country in 2024

Figure 30. U.S. Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Marketing, Promotion and Channel Management (MPCM) Services Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Share by Country in 2024

Figure 35. Germany Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region in 2024

Figure 42. China Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (M USD)

Figure 48. South America Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Country in 2024

Figure 49. Brazil Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Marketing, Promotion and Channel Management (MPCM) Services Market Share Forecast by Type (2026-2035)

Figure 61. Global Marketing, Promotion and Channel Management (MPCM) Services

Market Share Forecast by Application (2026-2035)

I would like to order

Product name: Global Marketing, Promotion and Channel Management (MPCM) Services Market Research Report 2026(Status and Outlook)

Product link: <https://marketpublishers.com/r/G8F96F264A91EN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G8F96F264A91EN.html>