

# Global Influenza Market: Size, Trends and Forecast (2018-2022)

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## Abstracts

### Scope of the Report

The report entitled “Global Influenza Market: Size, Trends and Forecast (2018-2022)” provides an in-depth analysis of the influenza market including detailed description of market sizing and growth. The report provides analysis of the influenza market by value, by segments and includes segment analysis as well. The report also provides regional analysis of the influenza market for the US, Asia Pacific and rest of the world.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global influenza market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the influenza market are GlaxoSmithKline (GSK), AstraZeneca, Thermo Fisher Scientific and Abbott Laboratories. The four companies have been profiled in the report providing detailed analysis of their financial information and business strategies.

### Country Coverage

Asia Pacific

The US

ROW (Rest of the World)

## Company Coverage

GlaxoSmithKline (GSK)

AstraZeneca

Thermo Fisher Scientific

Abbott Laboratories

## Executive Summary

Influenza or flu is a respiratory illness which is caused by the influenza virus. The disease causes multiple complications for the people infected with the virus, particularly the elderly people and people suffering from chronic diseases as they are more susceptible to infections due to weak immune systems. Influenza might also prove to be fatal in some cases.

The best way to reduce the incidence and spread of influenza is to get vaccinated against the virus. Governments of various countries are actively involved in conducting several vaccination programs for the immunization of people against influenza. New and improved vaccines are being developed which provides a broader coverage against the virus. Various diagnostic tests and products are also available in the market for timely diagnosis of the flu so that proper treatment can be provided to the patients before their condition worsens.

The global influenza market has been segmented into vaccines, diagnostics and therapeutics. The influenza diagnostic market has been further segmented on the basis of test types into reverse transcription polymerase chain reaction (RT-PCR), rapid influenza diagnostic test (RIDT) and cell culture.

The global influenza market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2018-2022). The market is expected to be driven by various growth enhancing factors such as aging population, increasing awareness about influenza prevention, growing government initiatives to counter influenza, increasing healthcare expenditure and growing prevalence of chronic

diseases. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are the high cost of vaccine development and the low influenza vaccination awareness in developing countries.

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