

Global Drug Repositioning Service Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Drug Repositioning Service market size was valued at US\$ 29700 million in 2024 and is forecast to a readjusted size of USD 40520 million by 2031 with a CAGR of 4.6% during review period.

Drug repurposing (also called drug repositioning, reprofiling or re-tasking) is a strategy for identifying new uses for approved or investigational drugs that are outside the scope of the original medical indication. This strategy offers various advantages over developing an entirely new drug for a given indication.

The drug repositioning service market is gaining momentum due to the growing need to reduce the time, cost, and risk associated with traditional drug discovery. With the average development cycle for new drugs exceeding 10 years and costs reaching billions of dollars, pharmaceutical companies are increasingly turning to repositioning strategies to accelerate R&D and improve return on investment. The presence of extensive clinical and pharmacological data on existing drugs makes repositioning a cost-effective solution, particularly attractive for small biotech firms and research institutions. Furthermore, advances in artificial intelligence, machine learning, and bioinformatics are enhancing the ability to identify new indications for known compounds with higher precision. The rising demand for treatments in areas such as rare diseases, neurodegenerative disorders, and oncology—where drug pipelines are limited—is also driving interest in repositioning. Additionally, regulatory bodies such as the FDA and EMA offer fast-track approval pathways for repositioned drugs, further encouraging pharmaceutical companies to invest in this model.

Despite its advantages, the drug repositioning service market faces several challenges that may limit its full potential. Intellectual property (IP) and patentability issues are a major concern, as many repositioned drugs involve compounds with expired or weak patent protection. This complicates the ability of companies to secure exclusivity and recoup development costs. Additionally, while repositioned drugs may already have safety data, proving efficacy in a new indication still requires significant investment in clinical trials, especially for complex diseases. Another barrier is the lack of standardized platforms and tools for systematically identifying repositioning candidates, which makes the process highly dependent on proprietary databases and expertise. Collaboration between academic institutions and commercial entities can also be hindered by differences in objectives, timelines, and resource availability. Lastly, market access and pricing strategies for repositioned drugs can be complex, particularly in competitive therapeutic areas where new formulations may be seen as incremental rather than innovative.

This report is a detailed and comprehensive analysis for global Drug Repositioning Service market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Drug Repositioning Service market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Drug Repositioning Service market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Drug Repositioning Service market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Drug Repositioning Service market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for Drug Repositioning Service
To forecast future growth in each product and end-use market
To assess competitive factors affecting the marketplace

This report profiles key players in the global Drug Repositioning Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Teva, Novartis, Viatris, Johnson & Johnson, Pfizer, Bausch Health, GSK, ChemRar Group, Glenmark, Fujifilm, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Drug Repositioning Service market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Generic Drugs

Clinical Trial Failed Drugs

Market segment by Application

Cardiovascular Diseases

Mental Illness

Cancer

Other

Market segment by players, this report covers

Teva

Novartis

Viatis

Johnson & Johnson

Pfizer

Bausch Health

GSK

ChemRar Group

Glenmark

Fujifilm

Dr. Reddy

R-Pharma

Segue Therapeutics

Biovista

GVK Biosciences

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Drug Repositioning Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Drug Repositioning Service, with revenue, gross margin, and global market share of Drug Repositioning Service from 2020 to 2025.

Chapter 3, the Drug Repositioning Service competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Drug Repositioning Service market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Drug Repositioning Service.

Chapter 13, to describe Drug Repositioning Service research findings and conclusion.

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