

# **Branded Generics Market Size, Share & Trends Analysis Report By Drug Class, By Application, By Route Of Administration, By Distribution Channel, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Branded Generics Market Growth & Trends**

The global branded generics market size is expected to reach USD 375.95 billion by 2030, according to a new report by Grand View Research, Inc. Furthermore, the market is projected to expand at a CAGR of 5.7% from 2021 to 2030. Factors such as patent expiry of major products, the rising prevalence of chronic diseases, high penetration of generic products, and government initiatives to promote them for reducing the overall healthcare expenditure are among the primary growth drivers.

The patent expiry of branded products primarily fuels industry growth. Drugs, such as Revlimid and Alimta, may cost up to USD 500 a month, which affects the overall healthcare expenditure and affordability for patients suffering from chronic diseases. Eli Lilly & Company's Alimta is expected to lose its patent protection by May 2022. This expiry of product patents creates opportunities for generics and biosimilar manufacturers.

However, over the past few years, the trend of ANDA approvals for generic drugs had been steadily decreased. It can be observed that the number of ANDA approvals decreased from 1,014 in 2019 to 948 in 2020 and further declined to 776 in 2021. Such factors could slow down industry growth in the coming years.

The growing burden of infectious & non-infectious diseases, coupled with the rising geriatric population, which is more susceptible to chronic diseases such as diabetes, hypertension, and obesity, is expected to positively impact the industry growth. According to an NCBI article, there were 537 million patients suffering from diabetes in 2021 globally.

The COVID-19 pandemic moderately impacted the branded generics space. Due to lockdown situations and stringent government regulations to curb the pandemic, a slowdown and disruption in the supply of pharmaceuticals had been observed in the initial phase of the pandemic. In addition, regulatory operations also affected reimbursement decisions and approvals of new products in the space. However, the market regained its pace by the end of 2020 in most countries.

Companies are introducing novel products to strengthen their product portfolio. In March 2022, Viatris, Inc. received the U.S. FDA's approval for Breyna, the first generic version of AstraZeneca's Symbicort, intended for the treatment of COPD. Moreover, in February 2019, Mylan N.V. introduced the first generic version of ADVAIR DISKUS (fluticasone propionate and salmeterol inhalation powder) under the brand Wixela Inhub for the treatment of patients with Chronic Obstructive Pulmonary Disease (COPD) or asthma. This branded generic was claimed to be 70% cheaper than the originator product.

### Branded Generics Market Report Highlights

The anti-hypertensive drug class segment contributed to a significant revenue share of 15.67% in 2021, due to factors such as increasing demand owing to the rising burden of cardiovascular diseases and the growing penetration of generic products

The oral dosage form was the largest segment in 2021, due to several advantages of oral dosage such as the ease of administration and no nursing requirements, leading to higher patient acceptability and compliance

The retail pharmacy distribution channel dominated the space in 2021 owing to factors such as the growing presence of retail pharmacy chains and tie-ups of these chains with established hospitals

Asia Pacific dominated the space in terms of revenue in 2021, mainly due to the presence of key players, high prescription rate & preference for branded generics, increasing prevalence of chronic diseases, and growing geriatric

population

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation
  - 1.1.1 Estimates And Forecast Timeline
- 1.2 Research Methodology
- 1.3 Information Procurement
  - 1.3.1 Purchased Database
  - 1.3.2 Gvr's Internal Database
  - 1.3.3 Secondary Sources
  - 1.3.4 Primary Research
  - 1.3.5 Details Of Primary Research
  - 1.3.6 List Of Primary Sources
- 1.4 Information Or Data Analysis
  - 1.4.1 Data Analysis Models
- 1.5 Market Formulation & Validation
- 1.6 Model Details
  - 1.6.1 Commodity Flow Analysis
    - 1.6.1.1 Approach 1: Commodity Flow Approach
    - 1.6.1.2 Approach 2: Country-Wise Market Estimation Using A Bottom-Up Approach
- 1.7 Global Market: Cagr Calculation
- 1.8 Research Assumptions
- 1.9 List Of Secondary Sources
- 1.10 List Of Abbreviations
- 1.11 Objectives
  - 1.11.1 Objective 1
  - 1.11.2 Objective 2
  - 1.11.3 Objective 3
  - 1.11.4 Objective 4

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Summary

### CHAPTER 3 MARKET VARIABLES, TRENDS, & SCOPE

- 3.1 Penetration And Growth Prospect Mapping
- 3.2 Regulatory Landscape

### 3.3 Branded Generics Market Dynamics

#### 3.3.1 Market Driver Analysis

#### 3.3.2 Market Restraint Analysis

### 3.4 SWOT Analysis, By Factor (Political & Legal, Economic, And Technological)

### 3.5 Porter's Five Forces Analysis

### 3.6 User Perspective Analysis

## **CHAPTER 4 BRANDED GENERICS MARKET - SEGMENT ANALYSIS, BY DRUG CLASS, 2018 - 2030 (USD BILLION)**

### 4.1 Branded Generics Market: Drug Class Movement Analysis

#### 4.2 Alkylating Agents

##### 4.2.1 Alkylating Agents Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 4.3 Antimetabolites

##### 4.3.1 Antimetabolites Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.4 Hormones

##### 4.4.1 Hormones Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.5 Anti-Hypertensive

##### 4.5.1 Anti-Hypertensive Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.6 Lipid Lowering Drugs

##### 4.6.1 Lipid Lowering Drugs Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.7 Antidepressants

##### 4.7.1 Antidepressants Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.8 Antipsychotics

##### 4.8.1 Anti-Psychotics Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.9 Anti-Epileptics

##### 4.9.1 Anti-Epileptics Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

#### 4.10 Others

##### 4.10.1 Others Market Estimates And Forecasts, 2018 - 2030 (Usd Billion)

## **CHAPTER 5 BRANDED GENERICS MARKET - SEGMENT ANALYSIS, BY APPLICATION, 2018 - 2030 (USD BILLION)**

### 5.1 Branded Generics Market: Application Movement Analysis

#### 5.2 Oncology

##### 5.2.1 Oncology Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 5.3 Cardiovascular Diseases

##### 5.3.1 Cardiovascular Diseases Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## 5.4 Neurological Diseases

### 5.4.1 Neurological Diseases Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## 5.5 Acute & Chronic Pain

### 5.5.1 Acute & Chronic Pain Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## 5.6 Gastrointestinal Diseases

### 5.6.1 Gastrointestinal Diseases Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## 5.7 Dermatological Diseases

### 5.7.1 Dermatological Diseases Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## 5.8 Others

### 5.8.1 Other Applications Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## **CHAPTER 6 BRANDED GENERICS MARKET - SEGMENT ANALYSIS, BY ROUTE OF ADMINISTRATION, 2018 - 2030 (USD BILLION)**

### 6.1 Branded Generics Market: Route Of Administration Movement Analysis

#### 6.2 Topical

##### 6.2.1 Topical Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 6.3 Oral

##### 6.3.1 Oral Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 6.4 Parenteral

##### 6.4.1 Parenteral Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 6.5 Others

##### 6.5.1 Others Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## **CHAPTER 7 BRANDED GENERICS MARKET - SEGMENT ANALYSIS, BY DISTRIBUTION CHANNEL, 2018 - 2030 (USD BILLION)**

### 7.1 Branded Generics Market: Distribution Channel Movement Analysis

#### 7.2 Hospital Pharmacy

##### 7.2.1 Hospital Pharmacy Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 7.3 Retail Pharmacy

##### 7.3.1 Retail Pharmacy Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 7.4 Online Pharmacy

##### 7.4.1 Online Pharmacy Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## **CHAPTER 8 BRANDED GENERICS MARKET - SEGMENT ANALYSIS, BY REGION, 2018 - 2030 (USD BILLION)**

## 8.1 Branded Generics Market, Market Share By Region, 2021 & 2030

### 8.1.1 North America

#### 8.1.1.1 North America Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.1.2 U.S.

##### 8.1.1.2.1 U.S. Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.1.3 Canada

##### 8.1.1.3.1 Canada Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

### 8.1.2 Europe

#### 8.1.2.1 Europe Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.2.2 U.K.

##### 8.1.2.2.1 U.K. Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.2.3 Germany

##### 8.1.2.3.1 Germany Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.2.4 France

##### 8.1.2.4.1 France Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.2.5 Spain

##### 8.1.2.5.1 Spain Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.2.6 Italy

##### 8.1.2.6.1 Italy Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

### 8.1.3 Asia-Pacific

#### 8.1.3.1 Asia-Pacific Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.3.2 Japan

##### 8.1.3.2.1 Japan Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.3.3 China

##### 8.1.3.3.1 China Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.3.4 India

##### 8.1.3.4.1 India Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.3.5 Australia

##### 8.1.3.5.1 Australia Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.3.6 South Korea

##### 8.1.3.6.1 South Korea Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

### 8.1.4 Latin America

#### 8.1.4.1 Latin America Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.4.2 Brazil

##### 8.1.4.2.1 Brazil Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.4.3 Mexico

##### 8.1.4.3.1 Mexico Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

#### 8.1.4.4 Argentina



- 8.1.4.4.1 Argentina Market Estimates And Forecast, 2018 - 2030 (Usd Billion)
- 8.1.5 Middle East And Africa
- 8.1.6 Middle East And Africa Market Estimates And Forecast, 2018 - 2030 (Usd Billion)
  - 8.1.6.1 South Africa
    - 8.1.6.1.1 South Africa Market Estimates And Forecast, 2018 - 2030 (Usd Billion)
  - 8.1.6.2 Saudi Arabia
    - 8.1.6.2.1 Saudi Arabia Market Estimates And Forecast, 2018 - 2030 (Usd Billion)
  - 8.1.6.3 Uae
    - 8.1.6.3.1 Uae Market Estimates And Forecast, 2018 - 2030 (Usd Billion)

## **CHAPTER 9 BRANDED GENERICS MARKET - COMPETITIVE ANALYSIS**

- 9.1 Recent Developments & Impact Analysis, By Key Market Participants
  - 9.1.1 New Product Launch
  - 9.1.2 Merger And Acquisition
  - 9.1.3 Licensing Agreements
  - 9.1.4 Conferences And Campaigns
- 9.2 Company Categorization
  - 9.2.1 Innovators
  - 9.2.2 Market Leaders
- 9.3 Vendor Landscape
  - 9.3.1 List Of Key Distributors And Channel Partners
  - 9.3.2 Key Customers
- 9.4 Public Companies
  - 9.4.1 Key Company Market Share Analysis, 2021
  - 9.4.2 Company Market Position Analysis
  - 9.4.3 Heat Map Analysis
  - 9.4.4 Competitive Dashboard Analysis
    - 9.4.4.1 Market Differentiators
- 9.5 Private Companies
  - 9.5.1 List Of Key Emerging Companies
  - 9.5.2 Regional Network Map
- 9.6 Company Profiles
  - 9.6.1 Teva Pharmaceutical Industries Ltd.
    - 9.6.1.1 Company Overview
    - 9.6.1.2 Financial Performance
    - 9.6.1.3 Product Benchmarking
    - 9.6.1.4 Strategic Initiatives
  - 9.6.2 Lupin



- 9.6.2.1 Company Overview
- 9.6.2.2 Financial Performance
- 9.6.2.3 Product Benchmarking
- 9.6.2.4 Strategic Initiatives
- 9.6.3 Sanofi
  - 9.6.3.1 Company Overview
  - 9.6.3.2 Financial Performance
  - 9.6.3.3 Product Benchmarking
  - 9.6.3.4 Strategic Initiatives
- 9.6.4 Sun Pharmaceutical Industries, Ltd.
  - 9.6.4.1 Company Overview
  - 9.6.4.2 Financial Performance
  - 9.6.4.3 Product Benchmarking
  - 9.6.4.4 Strategic Initiatives
- 9.6.5 Dr. Reddy's Laboratories Ltd.
  - 9.6.5.1 Company Overview
  - 9.6.5.2 Financial Performance
  - 9.6.5.3 Product Benchmarking
  - 9.6.5.4 Strategic Initiatives
- 9.6.6 Endo International Plc
  - 9.6.6.1 Company Overview
  - 9.6.6.2 Financial Performance
  - 9.6.6.3 Product Benchmarking
  - 9.6.6.4 Strategic Initiatives
- 9.6.7 Glaxosmithkline Plc (Gsk)
  - 9.6.7.1 Company Overview
  - 9.6.7.2 Financial Performance
  - 9.6.7.3 Product Benchmarking
  - 9.6.7.4 Strategic Initiatives
- 9.6.8 Pfizer, Inc.
  - 9.6.8.1 Company Overview
  - 9.6.8.2 Financial Performance
  - 9.6.8.3 Product Benchmarking
  - 9.6.8.4 Strategic Initiatives
- 9.6.9 Viatris, Inc.
  - 9.6.9.1 Company Overview
  - 9.6.9.2 Financial Performance
  - 9.6.9.3 Product Benchmarking
  - 9.6.9.4 Strategic Initiatives

#### 9.6.10 Apotex, Inc.

##### 9.6.10.1 Company Overview

##### 9.6.10.2 Product Benchmarking

##### 9.6.10.3 Strategic Initiatives

## List Of Tables

### LIST OF TABLES

Table 1 Global Branded Generics Market, By Region, 2018 - 2030 (USD Billion)

Table 2 Global Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 3 Global Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 4 Global Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 5 Global Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 6 North America Branded Generics Market, By Country, 2018 - 2030 (USD Billion)

Table 7 North America Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 8 North America Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 9 North America Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 10 North America Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 11 U.S. Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 12 U.S. Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 13 U.S. Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 14 U.S. Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 15 Canada Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 16 Canada Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 17 Canada Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 18 Canada Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 19 Europe Branded Generics Market, By Country, 2018 - 2030 (USD Billion)

Table 20 Europe Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 21 Europe Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 22 Europe Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 23 Europe Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 24 UK Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 25 UK Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 26 UK Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 27 UK Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 28 Germany Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 29 Germany Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 30 Germany Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 31 Germany Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 32 France Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 33 France Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 34 France Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 35 France Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 36 Italy Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 37 Italy Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 38 Italy Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 39 Italy Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 40 Spain Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 41 Spain Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 42 Spain Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 43 Spain Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 44 Asia Pacific Branded Generics Market, By Country, 2018 - 2030 (USD Billion)

Table 45 Asia Pacific Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 46 Asia Pacific Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 47 Asia Pacific Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 48 Asia Pacific Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 49 Japan Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 50 Japan Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 51 Japan Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 52 Japan Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 53 China Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 54 China Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 55 China Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 56 China Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 57 India Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 58 India Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 59 India Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 60 India Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 61 Australia Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 62 Australia Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 63 Australia Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 64 Australia Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 65 South Korea Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 66 South Korea Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 67 South Korea Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 68 South Korea Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 69 Latin America Branded Generics Market, By Country, 2018 - 2030 (USD Billion)

Table 70 Latin America Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 71 Latin America Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 72 Latin America Branded Generics Market, By Route of Administration, 2018 -

2030 (USD Billion)

Table 73 Latin America Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 74 Brazil Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 75 Brazil Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 76 Brazil Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 77 Brazil Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 78 Mexico Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 79 Mexico Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 80 Mexico Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 81 Mexico Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 82 Argentina Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 83 Argentina Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 84 Argentina Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 85 Argentina Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 86 Middle East & Africa Branded Generics Market, By Country, 2018 - 2030 (USD Billion)

Table 87 Middle East & Africa Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 88 Middle East & Africa Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 89 Middle East & Africa Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 90 Middle East & Africa Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 91 South Africa Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 92 South Africa Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 93 South Africa Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 94 South Africa Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 95 Saudi Arabia Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 96 Saudi Arabia Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 97 Saudi Arabia Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 98 Saudi Arabia Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)

Table 99 UAE Branded Generics Market, By Drug Class, 2018 - 2030 (USD Billion)

Table 100 UAE Branded Generics Market, By Application, 2018 - 2030 (USD Billion)

Table 101 UAE Branded Generics Market, By Route of Administration, 2018 - 2030 (USD Billion)

Table 102 UAE Branded Generics Market, By Distribution Channel, 2018 - 2030 (USD Billion)



## List Of Figures

### LIST OF FIGURES

- Fig. 1 Branded Generics market segmentation
- Fig. 2 Market research process
- Fig. 3 Data triangulation techniques
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Value-chain-based sizing & forecasting
- Fig. 7 QFD modeling for market share assessment
- Fig. 8 Market formulation & validation
- Fig. 9 Commodity Flow Analysis
- Fig. 10 Branded generics market snapshot
- Fig. 11 Penetration and growth prospect mapping
- Fig. 12 Branded generics market driver impact
- Fig. 13 ANDA approvals in 2021
- Fig. 14 Number of deaths attributed to noncommunicable diseases (in million), in 2021
- Fig. 15 Branded generics market restraint impact
- Fig. 16 Annual savings from generics in the U.S. (USD billion)
- Fig. 17 SWOT Analysis, By Factor (Political & Legal, Economic, and Technological)
- Fig. 18 Porter's Five Forces Analysis
- Fig. 19 User Perspective Analysis
- Fig. 20 Branded generics market: Drug class outlook and key takeaways
- Fig. 21 Branded generics market: Drug class movement analysis
- Fig. 22 Alkylating agents market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 23 Antimetabolites market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 24 Hormones market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 25 Anti-hypertensive market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 26 Lipid lowering drugs market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 27 Anti-depressants market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 28 Anti-psychotics market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 29 Anti-epileptics generic prescription pattern in India (2020)
- Fig. 30 Anti-epileptics market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 31 Others market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 32 Branded generics market: Application outlook and key takeaways
- Fig. 33 Branded generics market: Application movement analysis
- Fig. 34 Oncology market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 35 Cardiovascular diseases market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 36 Neurological diseases market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 37 Acute & chronic pain market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 38 Gastrointestinal diseases market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 39 Dermatological diseases market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 40 Others market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 41 Branded generics market: Route of administration outlook and key takeaways

Fig. 42 Branded generics market: Route of administration movement analysis

Fig. 43 Topical market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 44 Oral market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 45 Parenteral market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 46 Others market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 47 Branded Generics market: Distribution channel outlook and key takeaways

Fig. 48 Branded Generics Market: Distribution Channel Movement Analysis

Fig. 49 Hospital pharmacy market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 50 Retail pharmacy market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 51 Online pharmacy market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 52 Regional marketplace: Key takeaways

Fig. 53 Regional outlook, 2021 & 2030

Fig. 54 North America

Fig. 55 North America. market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 56 U.S.

Fig. 57 U.S. market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 58 Canada

Fig. 59 Canada market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 60 Europe

Fig. 61 Europe market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 62 UK

Fig. 63 UK market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 64 Germany

Fig. 65 Germany market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 66 France

Fig. 67 France market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 68 Spain

Fig. 69 Spain market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 70 Italy

Fig. 71 Italy market estimates and forecast, 2018 - 2030 (USD Billion)

Fig. 72 Asia-Pacific

- Fig. 73 Asia-Pacific market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 74 Japan
- Fig. 75 Japan market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 76 China
- Fig. 77 China. market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 78 India
- Fig. 79 India market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 80 Australia
- Fig. 81 Australia market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 82 South Korea
- Fig. 83 South Korea market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 84 Latin America
- Fig. 85 Latin America market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 86 Brazil
- Fig. 87 Brazil market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 88 Mexico
- Fig. 89 Mexico market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 90 Argentina
- Fig. 91 Argentina market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 92 Middle East & Africa
- Fig. 93 MEA market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 94 South Africa
- Fig. 95 South Africa market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 96 Saudi Arabia
- Fig. 97 Saudi Arabia market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 98 UAE
- Fig. 99 UAE market estimates and forecast, 2018 - 2030 (USD Billion)
- Fig. 100 Market position analysis (2021)
- Fig. 101 Profit margin (2021)
- Fig. 102 Heat map analysis
- Fig. 103 Market differentiators
- Fig. 104 Regional Network Map

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