

# **Eliquis (Apixaban) Market Size, Share & Trends Analysis Report By Indication (Atrial Fibrillation (AF), Deep Vein Thrombosis (DVT), Pulmonary Embolism (PE)), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

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### **Eliquis (Apixaban) Market Summary**

The global Eliquis (apixaban) market size was estimated at USD 20.70 billion in 2024 and is projected to reach USD 18.87 billion by 2033, with a decline of CAGR of -2.2% from 2025 to 2033, primarily due to loss of patent exclusivity, growing generic competition, and consequent price erosion across major markets.

The increasing global burden of atrial fibrillation (AF) and venous thromboembolism (VTE) has emerged as a major driver for the Eliquis (Apixaban) market. AF significantly raises the risk of stroke, prompting greater use of anticoagulants for long-term prevention. In June 2022, the Journal of Clinical Medicine published a meta-analysis of over 3.9 million adults with atrial fibrillation, assessing apixaban's safety and effectiveness. The study found that apixaban had favorable outcomes compared to other anticoagulants, with lower stroke risks, mortality, and major bleeding. Eliquis has become a preferred option due to its favorable safety profile and minimal need for monitoring. Clinical guidelines in cardiology have expanded the use of direct oral anticoagulants, leading to broader adoption across primary and specialty care. As AF and VTE cases rise, particularly among aging populations, the demand for reliable and easy-to-administer anticoagulants such as Eliquis continues to grow.

Shifts in clinical practice toward direct oral anticoagulants have strengthened Eliquis's market position. Healthcare providers value DOACs for their predictable pharmacokinetics, fixed dosing, and lower risk of major bleeding events than warfarin. Eliquis has shown superior results in large-scale trials, contributing to its high prescription rates worldwide. Patients benefit from simplified treatment regimens that improve adherence and reduce healthcare visits. As transitioning from traditional anticoagulants to DOACs accelerates, Eliquis is well-positioned to capture a growing share of the global anticoagulant market.

## Global Eliquis (Apixaban) Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global Eliquis (apixaban) market report based on indication, distribution channel, and region:

Indication Outlook (Revenue, USD Million, 2021 - 2033)

Atrial Fibrillation (AF)

Deep Vein Thrombosis (DVT)

Pulmonary Embolism (PE)

Post-Operative Venous Thromboembolism (VTE) Prophylaxis

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

## Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

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