

# **Europe Medical Affairs Outsourcing Market Size, Share & Trends Analysis Report By Industry (Biopharmaceutical, Pharmaceutical), By Services (MSLs, Medical Writing & Publishing), And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

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### **Europe Medical Affairs Outsourcing Market Growth & Trends**

The Europe medical affairs outsourcing market size is expected to reach USD 444.0 million by 2027 registering a CAGR of 9.8%, according to a new report by Grand View Research, Inc. Increasing number of clinical trials and development of orphan therapies are anticipated to propel the market growth over the forecast period.

The medical affairs department separates R&D and commercial functions to reduce commercial influence on R&D due to increased scrutiny of the promotion of a therapeutic product by regulatory agencies. It acts as a liaison between the two functions, facilitating the transition of drugs from R&D to commercial. Such stringent regulations are expected to drive the outsourcing of medical affairs activities to more efficient third-parties.

The requirement of medical affairs service providers has increased for preparation of drafts for new patents owing to patent expiration in the industry. In addition, pharmaceutical, biopharmaceutical, and medical device companies are outsourcing these services to contract research organizations to save cost and avail professional medical affairs services.

## Europe Medical Affairs Outsourcing Market Report Highlights

Medical writing & publishing segment led the market with a share of over 33% in 2019 as most of the big pharmaceutical and biopharmaceutical companies outsource clinical data management activities to professional medical writing & publishing service providers

Medical Science Liaisons (MSLs) is the fastest-growing segment with CAGR of 10.3% over the forecast period owing to increasing demand for professional MSLs in the industry

The pharmaceutical segment held the highest market share of 51.8% in 2019 owing to rise in the number of patent expirations

Owing to patent expiration, the requirement of medical affairs service providers has increased for preparation of drafts for new patents

Germany accounted for the largest revenue share of Europe medical affairs outsourcing market in 2019 and is expected to continue its dominance over the forecast period

Presence of skilled and experienced medical affairs workforce is one of the primary factors expected to drive the market growth in Germany

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation & Scope
  - 1.1.1 Services
  - 1.1.2 Industry
  - 1.1.3 Country Scope
  - 1.1.4 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
- 1.4 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 (Model 1)
  - 1.6.2 Volume Price Analysis (Model 2)
- 1.7 List Of Secondary Sources
- 1.8 List Of Primary Sources
- 1.9 List Of Abbreviations
- 1.10 Objectives
  - 1.10.1 OBJECTIVE - 1:
  - 1.10.2 OBJECTIVE - 2:
  - 1.10.3 OBJECTIVE - 3:
  - 1.10.4 OBJECTIVE - 4:

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Outlook
- 2.2 Segment Outlook

### CHAPTER 3 EUROPE MEDICAL AFFAIRS OUTSOURCING MARKET: VARIABLES, TRENDS, & SCOPE

- 3.1 Market Lineage Outlook
  - 3.1.1 Parent market outlook
  - 3.1.2 Ancillary market outlook
- 3.2 Penetration & Growth Prospect Mapping
- 3.3 Market Dynamics
  - 3.3.1 Market Driver Analysis
    - 3.3.1.1 Increasing number of clinical trials
    - 3.3.1.2 Cost-effectiveness and high quality services offered by CROs
    - 3.3.1.3 Stringent regulatory scenario
  - 3.3.2 Market Restraint Analysis
    - 3.3.2.1 Inability to hire experienced technical staff
  - 3.3.3 Industry Challenges
    - 3.3.3.1 Managing relationships
- 3.4 Europe Medical Affairs Outsourcing Market Analysis Tools
  - 3.4.1 Porter's Five Forces Analysis
  - 3.4.2 PESTEL Analysis
  - 3.4.3 Major Deals & Strategic Alliances Analysis
    - 3.4.3.1 Mergers and acquisitions
    - 3.4.3.2 Collaboration
    - 3.4.3.3 Launch

## **CHAPTER 4 EUROPE MEDICAL AFFAIRS OUTSOURCING MARKET: SERVICES SEGMENT ANALYSIS**

- 4.1 Europe Medical Affairs Outsourcings: Market Share Analysis, 2019 & 2027
- 4.2 Medical Writing & Publishing
  - 4.2.1 Medical writing & publishing market, 2016 - 2027 (USD Million)
- 4.3 Medical Monitoring
  - 4.3.1 Medical monitoring market, 2016 - 2027 (USD Million)
- 4.4 Medical Science Liaisons (MSLs)
  - 4.4.1 Medical science liaisons (MSLs) market, 2016 - 2027 (USD Million)
- 4.5 Medical Information
  - 4.5.1 Medical information market, 2016 - 2027 (USD Million)
- 4.6 Others
  - 4.6.1 Others market, 2016 - 2027 (USD Million)

## **CHAPTER 5 EUROPE MEDICAL AFFAIRS OUTSOURCING MARKET: END-USE SEGMENT ANALYSIS**

### 5.1 Europe Medical Affairs Outsourcings: Market Share Analysis, 2019 & 2027

#### 5.2 Pharmaceutical

##### 5.2.1 Pharmaceutical market, 2016 - 2027 (USD Million)

#### 5.3 Biopharmaceutical

##### 5.3.1 Biopharmaceutical market, 2016 - 2027 (USD Million)

#### 5.4 Medical Devices

##### 5.4.1 Medical devices market, 2016 - 2027 (USD Million)

##### 5.4.2 Therapeutic Medical Devices

###### 5.4.2.1 Therapeutic medical devices market, 2016 - 2027 (USD Million)

##### 5.4.3 Diagnostic Medical Devices

###### 5.4.3.1 Diagnostic medical devices market, 2016 - 2027 (USD Million)

## **CHAPTER 6 EUROPE MEDICAL AFFAIRS OUTSOURCING MARKET: COUNTRY ANALYSIS**

### 6.1 Europe Medical Affairs Outsourcing: Market Share Analysis, 2019 & 2027

#### 6.2 Europe

##### 6.2.1 Europe medical affairs outsourcing market, 2016 - 2027 (USD Million)

##### 6.2.2 U.K.

###### 6.2.2.1 U.K. medical affairs outsourcing market, 2016 - 2027 (USD Million)

##### 6.2.3 Germany

###### 6.2.3.1 Germany medical affairs outsourcing market, 2016 - 2027 (USD Million)

##### 6.2.4 France

###### 6.2.4.1 France medical affairs outsourcing market, 2016 - 2027 (USD Million)

##### 6.2.5 Italy

###### 6.2.5.1 Italy medical affairs outsourcing market, 2016 - 2027 (USD Million)

##### 6.2.6 Spain

###### 6.2.6.1 Spain medical affairs outsourcing market, 2016 - 2027 (USD Million)

## **CHAPTER 7 COMPANY PROFILES**

### 7.1 Company Profiles

#### 7.2 THE MEDICAL AFFAIRS COMPANY

##### 7.2.1 Company overview

##### 7.2.2 Service benchmarking

##### 7.2.3 Strategic initiatives

#### 7.3 Ashfield Healthcare

##### 7.3.1 Company overview

##### 7.3.2 Financial performance

- 7.3.3 Service benchmarking
- 7.3.4 Strategic initiatives
- 7.4 ZEINCRO Group
  - 7.4.1 Company overview
  - 7.4.2 Service benchmarking
- 7.5 Indegene
  - 7.5.1 Company overview
  - 7.5.2 Service benchmarking
- 7.6 ICON plc
  - 7.6.1 Company overview
  - 7.6.2 Financial performance
  - 7.6.3 Service benchmarking
- 7.7 IQVIA
  - 7.7.1 Company overview
  - 7.7.2 Financial performance
  - 7.7.3 Service benchmarking
  - 7.7.4 Strategic initiatives
- 7.8 Syneos Health
  - 7.8.1 Company overview
  - 7.8.2 Financial performance
  - 7.8.3 Service benchmarking
  - 7.8.4 Strategic initiatives
- 7.9 PPD Inc
  - 7.9.1 Company overview
  - 7.9.2 Service benchmarking
- 7.10 Wuxi AppTec
  - 7.10.1 Company overview
  - 7.10.2 Financial performance
  - 7.10.3 Service benchmarking
- 7.11 SGS SA
  - 7.11.1 Company overview
  - 7.11.2 Financial performance
  - 7.11.3 Service benchmarking

## List Of Tables

### LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of abbreviations

Table 3 Europe medical affairs outsourcing market, by country, 2016 - 2027 (USD Million)

Table 4 Europe medical affairs outsourcing market, by services, 2016 - 2027 (USD Million)

Table 5 Europe medical affairs outsourcing market, by industry, 2016 - 2027 (USD Million)

Table 6 U.K. medical affairs outsourcing market, by services, 2016 - 2027 (USD Million)

Table 7 U.K. medical affairs outsourcing market, by industry, 2016 - 2027 (USD Million)

Table 8 Germany medical affairs outsourcing market, by services, 2016 - 2027 (USD Million)

Table 9 Germany medical affairs outsourcing market, by industry, 2016 - 2027 (USD Million)

Table 10 France medical affairs outsourcing market, by services, 2016 - 2027 (USD Million)

Table 11 France medical affairs outsourcing market, by industry, 2016 - 2027 (USD Million)

Table 12 Italy medical affairs outsourcing market, by services, 2016 - 2027 (USD Million)

Table 13 Italy medical affairs outsourcing market, by industry, 2016 - 2027 (USD Million)

Table 14 Spain medical affairs outsourcing market, by services, 2016 - 2027 (USD Million)

Table 15 Spain medical affairs outsourcing market, by industry, 2016 - 2027 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value-chain-based sizing & forecasting
- Fig. 6 QFD modeling for market share assessment
- Fig. 7 Market formulation & validation
- Fig. 8 Commodity Flow Analysis
- Fig. 9 Volume Price Analysis
- Fig. 10 Europe medical affairs outsourcing market snapshot (2019)
- Fig. 11 Europe medical affairs outsourcing market segmentation
- Fig. 12 Parent market outlook
- Fig. 13 Related/ancillary market outlook
- Fig. 14 Penetration & growth prospect mapping
- Fig. 15 Market driver relevance analysis (Current & future impact)
- Fig. 16 Market restraint relevance analysis (Current & future impact)
- Fig. 17 Porter's five forces analysis
- Fig. 18 SWOT analysis, by factor (political & legal, economic and technological)
- Fig. 19 Europe medical affairs outsourcing market services outlook: Segment dashboard
- Fig. 20 Europe medical affairs outsourcing market: Services movement analysis
- Fig. 21 Medical writing & publishing market, 2016 - 2027 (USD Million)
- Fig. 22 Medical monitoring market, 2016 - 2027 (USD Million)
- Fig. 23 Medical science liaisons (MSLs) market, 2016 - 2027 (USD Million)
- Fig. 24 Medical information market, 2016 - 2027 (USD Million)
- Fig. 25 Others market, 2016 - 2027 (USD Million)
- Fig. 26 Europe medical affairs outsourcing market industry outlook: Segment dashboard
- Fig. 27 Europe medical affairs outsourcing market: Industry movement analysis
- Fig. 28 Pharmaceutical market, 2016 - 2027 (USD Million)
- Fig. 29 Biopharmaceutical market, 2016 - 2027 (USD Million)
- Fig. 30 Medical devices market, 2016 - 2027 (USD Million)
- Fig. 31 Therapeutic medical devices market, 2016 - 2027 (USD Million)
- Fig. 32 Diagnostic medical devices market, 2016 - 2027 (USD Million)
- Fig. 33 Country outlook, 2019 & 2027
- Fig. 34 Europe market, 2016 - 2027 (USD Million)



Fig. 35 U.K. market, 2016 - 2027 (USD Million)

Fig. 36 Germany market, 2016 - 2027 (USD Million)

Fig. 37 France market, 2016 - 2027 (USD Million)

Fig. 38 Italy market, 2016 - 2027 (USD Million)

Fig. 39 Spain market, 2016 - 2027 (USD Million)

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