

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

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