

# Medical Writing Market Size, Share & Trends Analysis Report By Type (Clinical, Regulatory), By Application (Medical Journalism, Medico Marketing), By End Use, By Region, And Segment Forecasts, 2022 - 2030

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## Abstracts

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### Medical Writing Market Growth & Trends

The global medical writing market size is expected to reach USD 8.4 billion by 2030, expanding at a CAGR of 10.41% during the forecast period, based on a new report by Grand View Research, Inc. The growth of the market is attributed to increasing R&D investments by pharmaceutical companies, a rise in contract research organization (CRO) outsourcing, partnerships & collaborations between market players, the surge in the number of clinical trials, and updates in medical device regulations.

The European MEDDEV 2.7/1 Rev.4 guidance on Clinical Evaluation Reports (CER) was published in 2016. As per a recent article published in 2018, regulations, such as the European Medical Devices Regulation (MDR 2017/745) and In-Vitro Diagnostics Regulation (IVDR 2017/746) followed in May 2017, and key changes relevant to writers in the field of medicine include increased need for relevant data from clinical studies and requirement of experienced authors. Hence, the ever-changing regulatory landscape is expected to increase the need for medical writers.

Drug development is a billion-dollar industry with complex processes of obtaining product approvals. A well-documented, well-communicated, and well-developed research is needed to gain product approval, which increases the demand for experienced writers in the field of medicine. In addition, social media has become a

crucial part of the marketing and communication strategies of many organizations, including healthcare providers. Social networking is now being used in order to engage with patients as part of digital marketing, thereby creating a high demand for writing services in the field of medicine.

Strategic alliances between large healthcare companies and CROs have become an ongoing trend. For instance, in June 2018, LabCorp acquired Sciformix Corporation, a scientific process outsourcing company. This acquisition strengthens the regulatory and pharmacovigilance solutions portfolio of Covance, Inc. Also, market players are opening new offices to improve their geographic presence. In June 2019, Quanticate expanded its global reach in North America by opening a new office in Toronto. The company would provide medical writing as one of the services from its Toronto office.

The COVID-19 pandemic impacted the business of clinical writers. According to AMWA Support: Impact of COVID-19 Pandemic on Medical Communicators, 34% of the respondents were expecting a financial loss. Furthermore, 7% of the respondents witnessed a severe financial downturn in 6 months. The pandemic demonstrated the importance of the private sector and government collaboration in developing new treatments to address future health challenges.

Numerous academic and industry leaders are focusing on the development of the COVID-19 vaccine. As a result, biotechnological and pharmaceutical industries are increasing their spending on medical writers in order to emphasize their distinctive advantages and position themselves optimally in the market. Thus, the market is predicted to grow in the future years as a result of the aforementioned factors.

### Medical Writing Market Report Highlights

By type, the clinical writing segment dominated the global market in 2021 due to an increase in clinical trials. The regulatory writing segment is expected to witness the maximum growth during the forecast period owing to the requirement of submission of regulatory documents to the authorities

Based on application, the medical journalism segment dominated the market in 2021 and is expected to maintain its lead over the forecast period. Medico marketing is projected to witness the fastest growth over the forecast period

Medical writing has become essential in the field of education, as specialized knowledge and skill is required to write well-structured and lucid scientific

documents, thus driving the medical education segment

Based on the end-use, the CROs & other segment accounted for the largest market share in 2021 and is expected to exhibit the fastest CAGR during the forecast period

In 2021, North America dominated the market due to the increasing number of drug trials and approval of new drugs

The Asia Pacific is expected to witness remarkable growth during the forecast period owing to the availability of cheap labor, an abundance of resources, and strong presence of English writers

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation & Scope
- 1.2 Regional Scope
- 1.3 Estimates and Forecast Timeline
- 1.4 Research Methodology
- 1.5 Information procurement
  - 1.5.1 Purchased Database
  - 1.5.2 GVR's Internal Database
  - 1.5.3 Secondary Sources
  - 1.5.4 Primary Research
- 1.6 Information or Data Analysis
  - 1.6.1 Data Analysis Models
- 1.7 Market Formulation & Validation
- 1.8 Model Details
  - 1.8.1 Volume Price Analysis (Model 2)
- 1.9 List of Secondary Sources
- 1.10 List of Abbreviations
- 1.11 Objectives
  - 1.11.1. Objective -
  - 1.11.2. Objective -

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Outlook
- 2.2 Segment Outlook
  - 2.2.1 Type
  - 2.2.2 Application
  - 2.2.3 End Use
  - 2.2.4 Region
- 2.3 Competitive Insights
- 2.4 Medical Writing Market Outlook, 2021

### CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation
- 3.2 Penetration & Growth Prospect Mapping

### 3.2.1 Penetration Analysis

### 3.2.2 Market Driver Analysis

#### 3.2.2.1 Robust growth in CRO outsourcing

#### 3.2.2.2 Increased R&D investments by market players

#### 3.2.2.3 Favorable environment for clinical trials in developing regions

#### 3.2.2.4 Partnerships and collaborations between market players

#### 3.2.2.5 Increasing need for marketable content for new drugs & clinical trials

#### 3.2.2.6 Increasing penetration of internet and digital media

#### 3.2.2.7 New medical device regulations

#### 3.2.2.8 Rapid innovations in the field of oncology drug development

### 3.2.3 Market Restraint Analysis

#### 3.2.3.1 Shortage of skilled medical writers

## 3.3 Medical Writing Market: Business Environment Analysis Tools

### 3.3.1 Porter's Five Forces Analysis

#### 3.3.1.1 Bargaining power of buyers: Moderate

#### 3.3.1.2 Bargaining power of suppliers: Moderate

#### 3.3.1.3 Competitive rivalry: High

#### 3.3.1.4 Threat of new entrants: Moderate

#### 3.3.1.5 Threat of substitutes: Low

### 3.3.2 PESTEL Analysis

#### 3.3.2.1 Political & Legal Landscape

#### 3.3.2.2 Economic Landscape

#### 3.3.2.3 Technological Landscape

## CHAPTER 4 MEDICAL WRITING MARKET: TYPE ANALYSIS

### 4.1 Medical Writing Type Market Share Analysis, 2021 & 2030

### 4.2 Medical Writing Type Market: Segment Dashboard:

### 4.3 Market Size & Forecasts and Trend Analyses, 2016 to 2030 for the Type Segment

#### 4.3.1 Clinical Writing

##### 4.3.1.1 Clinical writing market, 2016 - 2030 (USD Million)

#### 4.3.2 Regulatory Writing

##### 4.3.2.1 Regulatory writing market, 2016 - 2030 (USD Million)

#### 4.3.3 Scientific Writing

##### 4.3.3.1 Scientific writing market, 2016 - 2030 (USD Million)

#### 4.3.4 Others

##### 4.3.4.1 Others market, 2016 - 2030 (USD Million)

## CHAPTER 5 MEDICAL WRITING MARKET: APPLICATION ANALYSIS

- 5.1 Medical Writing Application Market Share Analysis, 2021 & 2030
- 5.2 Medical Writing Application Market: Segment Dashboard
- 5.3 Market Size & Forecasts and Trend Analyses, 2016 to 2030 for the Application
  - 5.3.1 Medical Journalism
    - 5.3.1.1 Medical Journalism Market, 2016 - 2030 (USD Million)
  - 5.3.2 Medical Education
    - 5.3.2.1 Medical Education Market, 2016 - 2030 (USD Million)
  - 5.3.3 Medico Marketing
    - 5.3.3.1 Medico marketing market, 2016 - 2030 (USD Million)
  - 5.3.4 Others
    - 5.3.4.1 Others market, 2016 - 2030 (USD Million)

## **CHAPTER 6 MEDICAL WRITING MARKET: END USE ANALYSIS**

- 6.1 Medical Writing End-Use Market Share Analysis, 2021 & 2030
- 6.2 Medical Writing End-Use Market: Segment Dashboard
- 6.3 Market Size & Forecasts and Trend Analyses, 2016 to 2030 for the End Use
  - 6.3.1 Medical Device/Pharmaceutical & Biotechnology Companies
    - 6.3.1.1 Medical device/Pharmaceutical & Biotechnology Companies market, 2016 - 2030 (USD Million)
  - 6.3.2 Contract Research Organizations (CROS) & Others
    - 6.3.2.1 CRO & others market, 2016 - 2030 (USD Million)

## **CHAPTER 7 MEDICAL WRITING MARKET: REGIONAL ANALYSIS**

- 7.1 Medical Writing Regional Market Share Analysis, 2021 & 2030
- 7.2 Medical Writing Regional Market: Segment Dashboard
- 7.3 Regional Market Snapshot (Market Size, CAGR, Top Verticals, Key Players, Top Trends)
  - 7.3.1 North America
    - 7.3.1.1 North America medical writing market, 2016 - 2030 (USD Million)
      - 7.3.1.1.1 U.S.
        - 7.3.1.1.1.1 U.S. Medical Writing market, 2016 - 2030 (USD Million)
      - 7.3.1.1.2 Canada
        - 7.3.1.1.2.1 Canada Medical Writing market, 2016 - 2030 (USD Million)
  - 7.3.2 Europe
    - 7.3.2.1 Europe Medical Writing market, 2016 - 2030 (USD Million)
      - 7.3.2.1.1 UK

- 7.3.2.1.1.1 UK Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.2.1.2 Germany
  - 7.3.2.1.2.1 Germany Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.2.1.3 France
  - 7.3.2.1.3.1 France Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.2.1.4 Italy
  - 7.3.2.1.4.1 Italy Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.2.1.5 Spain
  - 7.3.2.1.5.1 Spain Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.3 Asia Pacific
  - 7.3.3.1 Asia Pacific Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.3.1.1 Japan
      - 7.3.3.1.1.1 Japan Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.3.1.2 China
      - 7.3.3.1.2.1 China Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.3.1.3 India
      - 7.3.3.1.3.1 India Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.4 Latin America
  - 7.3.4.1 Latin America Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.4.1.1 Brazil
      - 7.3.4.1.1.1 Brazil Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.4.1.2 Mexico
      - 7.3.4.1.2.1 Mexico Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.4.1.3 Argentina
      - 7.3.4.1.3.1 Argentina Medical Writing market, 2016 - 2030 (USD Million)
- 7.3.5 Middle East And Africa (MEA)
  - 7.3.5.1 MEA Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.5.1.1 South Africa
      - 7.3.5.1.1.1 South Africa Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.5.1.2 United Arab Emirates (UAE)
      - 7.3.5.1.2.1 UAE Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.5.1.3 Saudi Arabia
      - 7.3.5.1.3.1 Saudi Arabia Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.5.1.4 Iran
      - 7.3.5.1.4.1 Iran Medical Writing market, 2016 - 2030 (USD Million)
    - 7.3.5.1.5 Turkey
      - 7.3.5.1.5.1 Turkey Medical Writing market, 2016 - 2030 (USD Million)

## CHAPTER 8 COMPETITIVE ANALYSIS

## 8.1 Recent Developments & Impact Analysis, by Key Market Participants

### 8.2 Strategy Framework

### 8.3 Company Position Analysis

### 8.4 Company Profiles

#### 8.4.1 Parexel International Corporation

##### 8.4.1.1 Company Overview

##### 8.4.1.2 Financial Performance

##### 8.4.1.3 Services Benchmarking

##### 8.4.1.4 Strategic initiatives

##### 8.4.1.5 SWOT analysis

#### 8.4.2 Trilogy Writing & Consulting GMBH

##### 8.4.2.1 Company Overview

##### 8.4.2.2 Services Benchmarking

#### 8.4.3 FREYR

##### 8.4.3.1 Company Overview

##### 8.4.3.2 Service Benchmarking

#### 8.4.4 Cactus Communications

##### 8.4.4.1 Company Overview

##### 8.4.4.2 Service Benchmarking

#### 8.4.5 Labcrop Drug Development

##### 8.4.5.1 Company Overview

##### 8.4.5.2 Financial performance

##### 8.4.5.3 Service Benchmarking

##### 8.4.5.4 Strategic Initiatives

##### 8.4.5.5 SWOT analysis

#### 8.4.6 IQVIA Holdings Inc.

##### 8.4.6.1 Company Overview

##### 8.4.6.2 Financial performance

##### 8.4.6.3 Service Benchmarking

##### 8.4.6.4 Strategic initiatives

##### 8.4.6.5 SWOT analysis

#### 8.4.7 Omics International

##### 8.4.7.1 Company Overview

##### 8.4.7.2 Service Benchmarking

#### 8.4.8 Synchrogenix

##### 8.4.8.1 Company Overview

##### 8.4.8.2 Service Benchmarking

##### 8.4.8.3 Strategic Initiatives



#### 8.4.9 SIRO Clinpharm Private Limited

8.4.9.1 Company Overview

8.4.9.2 Service Benchmarking

#### 8.4.10 Quanticate

8.4.10.1 Company Overview

8.4.10.2 Service Benchmarking

8.4.10.3 Strategic Initiatives

#### 8.4.11 INCLIN, INC.

8.4.11.1 Company Overview

8.4.11.2 Service Benchmarking

8.4.11.3 Strategic Initiatives

## **CHAPTER 9 RECOMMENDATIONS**

## List Of Tables

### LIST OF TABLES

TABLE 1 List of secondary sources

TABLE 2 List of abbreviation

TABLE 3 Global clinical writing market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 4 Global regulatory writing market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 5 Global scientific writing market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 6 Global others market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 7 Global medical journalism management market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 8 Global medical education market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 9 Global medico marketing estimates and forecast, 2016 - 2030 (USD Million)

TABLE 10 Global others market estimates and forecast, 2016 - 2030 (USD Million)

TABLE 11 North America Medical Writing Market, by Country, 2016 - 2030 (USD Million)

TABLE 12 North America Medical Writing Market, by Type, 2016 - 2030 (USD Million)

TABLE 13 North America Medical Writing Market, by Application, 2016 - 2030 (USD Million)

TABLE 14 North America Medical Writing Market, by End Use, 2016 - 2030 (USD Million)

TABLE 15 U.S. Medical Writing Market, by Type, 2016 - 2030 (USD Million)

TABLE 16 U.S. Medical Writing Market, by Application, 2016 - 2030 (USD Million)

TABLE 17 U.S. Medical Writing Market, by End Use, 2016 - 2030 (USD Million)

TABLE 18 Canada Medical Writing Market, by Type, 2016 - 2030 (USD Million)

TABLE 19 Canada Medical Writing Market, by Application, 2016 - 2030 (USD Million)

TABLE 20 Canada Medical Writing Market, by End Use, 2016 - 2030 (USD Million)

TABLE 21 Europe Medical Writing Market, by Country, 2016 - 2030 (USD Million)

TABLE 22 Europe Medical Writing Market, by Type, 2016 - 2030 (USD Million)

TABLE 23 Europe Medical Writing Market, by Application, 2016 - 2030 (USD Million)

TABLE 24 Europe Medical Writing Market, by End Use, 2016 - 2030 (USD Million)

TABLE 25 U.K. Medical Writing Market, by Type, 2016 - 2030 (USD Million)

TABLE 26 U.K. Medical Writing Market, by Application, 2016 - 2030 (USD Million)

TABLE 27 U.K. Medical Writing Market, by End Use, 2016 - 2030 (USD Million)

- TABLE 28 Germany Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 29 Germany Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 30 Germany Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 31 France Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 32 France Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 33 France Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 34 Italy Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 35 Italy Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 36 Italy Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 37 Spain Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 38 Spain Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 39 Spain Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 40 Asia Pacific Medical Writing Market, by Country, 2016 - 2030 (USD Million)
- TABLE 41 Asia Pacific Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 42 Asia Pacific Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 43 Asia Pacific Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 44 Japan Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 45 Japan Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 46 Japan Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 47 China Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 48 China Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 49 China Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 50 India Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 51 India Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 52 India Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 53 Latin America Medical Writing Market, by Country, 2016 - 2030 (USD Million)
- TABLE 54 Latin America Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 55 Latin America Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 56 Latin America Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 57 Brazil Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 58 Brazil Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 59 Brazil Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 60 Mexico Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 61 Mexico Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 62 Mexico Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 63 Argentina Medical Writing Market, by Type, 2016 - 2030 (USD Million)

- TABLE 64 Argentina Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 65 Argentina Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 66 MEA Medical Writing Market, by Country, 2016 - 2030 (USD Million)
- TABLE 67 MEA Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 68 MEA Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 69 MEA Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 70 South Africa Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 71 South Africa Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 72 South Africa Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 73 UAE Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 74 UAE Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 75 UAE Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 76 Saudi Arabia Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 77 Saudi Arabia Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 78 Saudi Arabia Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 79 Iran Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 80 Iran Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 81 Iran Medical Writing Market, by End Use, 2016 - 2030 (USD Million)
- TABLE 82 Turkey Medical Writing Market, by Type, 2016 - 2030 (USD Million)
- TABLE 83 Turkey Medical Writing Market, by Application, 2016 - 2030 (USD Million)
- TABLE 84 Turkey Medical Writing Market, by End Use, 2016 - 2030 (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 Medical writing market outlook, 2021 (USD Million)
- FIG. 9 Market trends & outlook
- FIG. 10 Market segmentation
- FIG. 11 Penetration & growth prospect mapping
- FIG. 12 Market driver relevance analysis (Current & future impact)
- FIG. 13 Market restraint relevance analysis (Current & future impact)
- FIG. 14 Medical writing type market share analysis, 2021 & 2030 (Revenue in USD Million)
- FIG. 15 Medical writing type market: Segment dashboard
- FIG. 16 Clinical writing market, 2016 - 2030 (USD Million)
- FIG. 17 Regulatory writing market, 2016 - 2030 (USD Million)
- FIG. 18 Scientific writing market, 2016 - 2030 (USD Million)
- FIG. 19 Others market, 2016 - 2030 (USD Million)
- FIG. 20 Medical writing application market share analysis, 2021 & 2030 (Revenue in USD Million)
- FIG. 21 Medical writing application market: Segment dashboard
- FIG. 22 Medical journalism market, 2016 - 2030 (USD Million)
- FIG. 23 Medical education market, 2016 - 2030 (USD Million)
- FIG. 24 Medico marketing market, 2016 - 2030 (USD Million)
- FIG. 25 Others market, 2016 - 2030 (USD Million)
- FIG. 26 Medical writing end use market share analysis, 2021 & 2030 (Revenue in USD Million)
- FIG. 27 Medical writing end use Market: Segment dashboard
- FIG. 28 Medical device/Pharmaceutical & biotechnology companies market, 2016 - 2030 (USD Million)
- FIG. 29 CROs & others market, 2016 - 2030 (USD Million)
- FIG. 30 Medical writing regional market share analysis, 2021 & 2030 (Revenue in USD Million)

- FIG. 31 Medical writing regional market: Segment dashboard
- FIG. 32 Regional market place: Key takeaways
- FIG. 33 North America medical writing market, 2021 & 2030 (USD Million)
- FIG. 34 U.S. medical writing market, 2016 - 2030 (USD Million)
- FIG. 35 Canada medical writing market, 2016 - 2030 (USD Million)
- FIG. 36 Europe medical writing market, 2016 - 2030 (USD Million)
- FIG. 37 U.K. medical writing market, 2016 - 2030 (USD Million)
- FIG. 38 Germany medical writing market, 2016 - 2030 (USD Million)
- FIG. 39 France medical writing market, 2016 - 2030 (USD Million)
- FIG. 40 Italy medical writing market, 2016 - 2030 (USD Million)
- FIG. 41 Spain medical writing market, 2016 - 2030 (USD Million)
- FIG. 42 Asia Pacific medical writing market, 2016 - 2030 (USD Million)
- FIG. 43 Japan medical writing market, 2016 - 2030 (USD Million)
- FIG. 44 China medical writing market, 2016 - 2030 (USD Million)
- FIG. 45 India medical writing market, 2016 - 2030 (USD Million)
- FIG. 46 Latin America medical writing market, 2016 - 2030 (USD Million)
- FIG. 47 Brazil medical writing market, 2016 - 2030 (USD Million)
- FIG. 48 Mexico medical writing market, 2016 - 2030 (USD Million)
- FIG. 49 Argentina medical writing market, 2016 - 2030 (USD Million)
- FIG. 50 MEA medical writing market, 2016 - 2030 (USD Million)
- FIG. 51 South Africa Medical Writing market, 2016 - 2030 (USD Million)
- FIG. 52 UAE Medical Writing market, 2016 - 2030 (USD Million)
- FIG. 53 Saudi Arabia Medical Writing market, 2016 - 2030 (USD Million)
- FIG. 54 Iran Medical Writing market, 2016 - 2030 (USD Million)
- FIG. 55 Turkey Medical Writing market, 2016 - 2030 (USD Million)
- FIG. 56 Recent developments & impact analysis, by key market participants
- FIG. 57 Strategy framework
- FIG. 58 Company market position analysis

## I would like to order

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