

# **Pharmaceutical Sample Services Market Size, Share & Trends Analysis Report By Service (Warehousing & Storage, Sample Fulfillment & Direct-to-Physician (DTP) Services), By Temperature, By Distribution Channel, By End-use, By Region, 2025 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **Pharmaceutical Sample Services Market Growth & Trends**

The global pharmaceutical sample services market size is anticipated to reach USD 10.20 billion by 2030 and is projected to grow at a CAGR of 6.36% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market growth is driven by a highly competitive pharmaceutical market and a growing emphasis on quality standards for product quality, purity, efficacy, and compliance with regulatory frameworks. In addition, pharmaceutical third-party logistics offers pharmaceutical sampling involving precise integration of storage and fulfillment services.

The sampling procedure includes different techniques for sampling products and components at different processing stages that comply with cGMP regulations. It supports identifying the container, sample quantity, sampling environment, and product precautions to be taken. In addition, pharmaceutical sampling supports prevention of contamination of pharmaceutical intermediates and in-process containers from cross-contamination from other materials, products and environments, which is expected to drive the market over the estimated time period.

Furthermore, the growing prominence of specialty drugs, which often have higher costs and complex handling requirements, accelerated the market demand. Sampling for specialty drugs shifted toward smaller quantities and targeted physicians specializing in chronic and complex conditions, such as oncology and neurology. In addition, regulatory reforms under the Prescription Drug Marketing Act (PDMA) have tightened

controls on sample distribution, emphasizing tracking and compliance. This has led to increased outsourcing of sampling services to 3PL providers capable of ensuring adherence to these guidelines.

Digital sampling emerged as a decisive trend, particularly during the COVID-19 pandemic. Virtual sample request platforms and e-sampling gained traction, reducing reliance on in-person detailing. E-sampling solutions allowed for on-demand ordering, ensuring faster delivery and reducing delays, thus improving adoption rates among HCPs and increasing sample utilization. This created ample opportunities for specialized service providers. Moreover, pharmaceutical sampling services have become increasingly appealing to small and mid-sized manufacturers who lack the infrastructure for large-scale distribution. Emerging players have leveraged this demand to gain significant market share in the sampling services segment. The global pharmaceutical sample services industry is witnessing intensifying competition, with key players differentiating through regulatory expertise, specialized cold chain capabilities, and digital transformation. Companies are adopting blockchain for supply chain transparency, AI-driven logistics, and sustainable packaging to gain a competitive edge. Strategic alliances with pharmaceutical manufacturers and e-commerce platforms are expanding market reach. In addition, regional 3PL providers are strengthening their positions by offering customized, compliance-focused solutions, challenging global incumbents and reshaping the competitive landscape through service innovation and technological advancements.

Key players in the pharmaceutical sample services industry are implementing several strategic initiatives such as collaborations, partnerships, mergers & acquisitions (M&A), service expansion, and geographic expansion to broaden their global market reach. Companies such as Cardinal Health, Eversana, Knipper Health, DB Schenker, UPS Healthcare, among others are broadening their service offerings by acquiring supply chain firms and expanding their service portfolios. For instance, in April 2024, DB Schenker offers GDP-compliant logistics networks and has 157 certificates, ensuring quality & compliance. In addition to healthcare service portfolio and global standards across all business units.

#### Pharmaceutical Sample Services Market Report Highlights

Based on service, the warehousing & storage segment led the market primarily attributed to increasing demand for automated fulfillment centers, GMP-certified storage, and AI-driven inventory management optimizes pharmaceutical sample handling, to enhance compliance, security, and real-time stock visibility for efficient distribution.

Based on the temperature, the ambient temperature segment held the largest market revenue share in 2024, rising demand for small-molecule drugs and stable biologics is driving investments in climate-controlled warehousing, real-time environmental monitoring, and advanced packaging solutions to maintain sample integrity across global supply chains.

Based on distribution channel, the contract sales organizations (CSOs) & field reps segment accounted for the largest market revenue share in 2024, due to increased reliance on data-driven engagement models, CRM-integrated logistics, and AI-assisted sample allocation enhances physician outreach, optimizing sample distribution efficiency and regulatory adherence.

Based on end use, the barcodes segment accounted the largest market revenue share in 2024, due to expanding drug pipelines, precision medicine adoption, and global R&D collaborations necessitate scalable 3PL partnerships, ensuring secure, GDP-compliant sample distribution with integrated digital tracking and reporting solutions.

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