

# The 2023 Report on Influenza Vaccines: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of influenza vaccines as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Advisory Committee for Immunization Practices, Astellas Pharma, AstraZeneca, Bharat Immunologicals and Biologicals Corporation, Binnopharm, Bio Farma, BioDiem, BioManguinhos/Oswaldo Cruz Foundation, Biondavax, Bionor, Biremx, Brazilian Ministry of Health, Bristol-Myers Squibb, Butantan Institute, Cabtacuzino Institute, Center for Biologics Evaluation and Research, Centre for Disease Control and Prevention, Chemo-Sero-Therapeutic Research Institute, China National Biotech Group, Chinese Food and Drug Administration, Clearpath, CSL, CureVac, Daiichi Sankyo, Developing Countries Vaccine Manufacturers Network (DCVMN), Dynavax, Emergent Bio Solution, Inc., F. Hoffmann-La Roche, Flanders Institute, Food and Drug Administration (FDA), FORT, Fresenius Pharmaceuticals, Gamma Vaccines, Gavi Alliance, Glaxo Smith Klein, GlaxoWellcome, Global Influenza Programme, Governmental Pharmaceutical Organization (GPO), Green Cross, Grippol, Health Service Bureau, Japan, Hualan Bio, Immune Targeting Systems, Indian Association of Paediatrics, International Vaccine

Access Center (IVAC), Janssen Pharmaceuticals, Jenner Institute, University of Oxford, Johnson & Johnson, Krka Pharmaceuticals, Medicago, Medicare, Medicines and Healthcare products Regulatory Agency (MHRA), MedImmune, Merck, Mitsubishi Tanabe Pharma, MSD Pharmaceuticals, National Health Service, UK, Netherlands Vaccine Institute, Novartis, Organisation for Economic Co-operation And Development, Panacea Biotech, Partnership for Influenza Vaccine Introduction, Petrovax, Pfizer, Protein Science, Razi Institute, Revlon, Roche Pharmaceuticals, Sanofi, Seqirus, Serum Institute of India (SLL), Servizio Sanitario Nazionale, Shionogi Pharmaceuticals, Sinopharm, Sinovac Biotech, Sistema Unico de Saude, SmithKline Beecham, Takeda Pharmaceuticals, Terumo Pharmaceuticals, The Ministry of Health, Labour and Welfare, Japan, Torlak Institut, Ultrijs, US Department of Health and Human Services, Vacsera, Valeant Pharmaceuticals, VaxInnate, WHO Strategic Advisory Group of Experts, and World Health Organization. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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