

# Antihypertensive Drugs Market - Forecasts from 2020 to 2025

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## Abstracts

The global anti-hypertensive drug market was estimated at US\$33.164 billion in the year 2019 and is expected to show a decent growth over the forecast period. The global anti-Hypertensive drug market is poised to surge at a substantial growth over the next five years on the account of the growing prevalence of hypertension across the globe due to the unhealthy lifestyles of the people. Furthermore, the growing geriatric population is also one of the prime factors which is anticipated to augment the demand for these drugs as old people are considerably more susceptible to high blood pressure than young people. Hypertension is also a major cause of premature deaths worldwide.

The other factors contributing to the prevalence of high blood pressure also include excess smoking, stress, chronic kidney disease, excess alcohol consumption, obesity. All these factors play a crucial role in causing high blood pressure in individuals. Thus, due to the growing number of smokers and growing alcohol intake especially among the millennial population group is anticipated to propel the growth opportunities for the market to grow throughout the forecast period and beyond due as the prevalence of hypertension is expected to rise due to these factors. Similarly, the continuously growing proportion of obese population along with the growing prevalence of obesity among the adults is expected to drive the demand for these drugs during the coming years. For instance, according to the World Health Organization, during the year 2016, 13% of the adults were found obese. Similarly, according to the U.S. Department of Health and Human Services, the prevalence of obesity across the adults in the United States was 42.4% in 2017-2018. Out of which more than 40% were men aged 60 and above.

Furthermore, rapid urbanization and globalization are also factors that are deteriorating the conditions of human health. Also, the changing lifestyle of the people along with the

rising level of stress is also leading to drive the demand for hypertension drugs. Moreover, the unhealthy lifestyle in terms of eating and sleeping habits of the people also leads to high blood pressure which is also anticipated to positively impact the anti-hypertensive drugs market growth during the next five years.

#### Rising prevalence of hypertension is driving the market growth

One of the major factors which are significantly driving the demand for these drugs is the globally growing prevalence of hypertension across the globe. The growing number of smokers along with the rising proportion of the population with excessive alcohol intake especially in the underdeveloped economies is boosting the demand for these drugs significantly. According to the data from the World Health Organization, there are around 1.13 billion people with hypertension and major of them live in low and middle-income countries. In addition, the global target of WHO to reduce the prevalence of hypertension by 25% by the year 2025 is also anticipated to boost the demand for these drugs and add up to the market growth significantly. Additionally, the consumption of these drugs is considered highly necessary as one of the highly focused public health challenges because hypertension increases the risk of cardiovascular disease also. Thus, the drugs for controlling the elevated levels of blood pressure reduce the risks of strokes, heart attacks and also heart failures.

#### Growing geriatric population is also anticipated to drive the demand

The growth in the geriatric population around to globe is considered to also one of the key factors which is anticipated to push the demand for anti-hypertensive drugs during the next five years. There is a significant increase in the aging population is propelling the demand for various drugs as a demographic shift towards an older population is putting a higher burden of various age-associated diseases worldwide. The major factors which are responsible for the growing aging population include increased life expectancy and declining fertility. Also according to the data provided by the United Nations, the number of people age 60 or above is expected to reach 20805 million by 2050 from only 962.3 in 2017. In addition, old people are expected to be more susceptible to suffer from high blood pressure which is expected to propel the demand for these drugs throughout the forecast period and beyond. Moreover, there is a significant increase in the proportion of the geriatric population across the globe. For instance, according to the World Bank Group, the population of ages 65 and above reached 673,618,927 by 2018 from 523,666,170 in 2010. Thereby, anticipated positively impact the market growth in the near future.

## Asia Pacific to show robust growth

On the basis of geography, the global anti-hypertensive drugs market has been segmented on the basis of North America, South America, Europe, Middle East and Africa, and Asia Pacific. The market in the Asia Pacific region is projected to show notable growth during the next five years on account of the rising prevalence of hypertension in developing countries such as India and China due to a high number of smokers in and unhealthy lifestyles of the people. In addition, the growing geriatric population in many countries of the APAC region also supports the market growth in the coming years.

North America is anticipated to hold a noteworthy share owing to the presence of the state-of-art healthcare sector. Also, the presence of key market players in the region in countries such as the United States and Canada further supports the significant share of this region throughout the forecast period.

## Competitive Insights

Prominent key market players in the anti-Hypertensive drug market include Pfizer Inc., Novartis AG, Johnson & Johnson Services, Inc., Sanofi S.A., Merck and Co, and Lupin Pharmaceuticals among others. These companies hold a noteworthy share in the market on account of their good brand image and product offerings.

Major players in the global anti-Hypertensive drug market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

## Segmentation

### By Drug Class

Diuretics

Beta-Blockers

ACI Inhibitors

Calcium Channel Blockers

Combined Alpha and Beta-Blockers

Others

By Type

Primary Hypertension

Secondary Hypertension

By Sales Channel

Prescription

Over-the-counter (OTC)

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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