

Global Anti-Herpesvirus Drugs Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Anti-Herpesvirus Drugs market size is predicted to grow from US\$ 5013 million in 2025 to US\$ 7199 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 2032.

Anti-Herpesvirus Drugs are antiviral medicines used to treat or prevent infections caused by members of the herpesvirus family. They mainly target viral DNA replication, viral DNA polymerase, viral thymidine kinase, or the CMV terminase complex. Representative products include acyclovir, valacyclovir, famciclovir, penciclovir, ganciclovir, valganciclovir, foscarnet, cidofovir, letermovir, maribavir, and amenamevir. Major indications include herpes labialis, genital herpes, herpes zoster, chickenpox, herpetic keratitis, severe HSV/VZV infections in immunocompromised patients, and prevention or treatment of transplant-related CMV infection. Key upstream inputs include guanine analogues, nucleoside analogue intermediates, chiral intermediates, halogenated purine derivatives, phosphonate intermediates, CMV-specific small-molecule intermediates, active pharmaceutical ingredients, excipients, water for injection, packaging materials, sterile filling components, tableting and coating equipment, sterile formulation equipment, and quality-control systems. Major downstream customers include infectious disease departments, dermatology departments, obstetrics and gynecology departments, ophthalmology departments, transplant centers, hematology departments, ICUs, oncology departments, retail pharmacies, online pharmacies, primary care institutions, and public health programs. The industry's overall gross margin is generally estimated at 46%?72%.

The global Anti-Herpesvirus Drug market has developed a product structure based on nucleoside analogues, with CMV-specific drugs and new-mechanism therapies serving as high-value supplements. Mature products such as acyclovir, valacyclovir, and

famciclovir remain the foundation of treatment for herpes simplex virus and varicella-zoster virus infections due to their established efficacy, broad dosage-form availability, long clinical use, and sufficient generic supply. In the cytomegalovirus segment, treatment and prevention rely more on ganciclovir, valganciclovir, foscarnet, cidofovir, letermovir, and maribavir, mainly serving organ transplant, hematopoietic stem cell transplant, immunosuppressed, and severe infection patients. Overall, the traditional HSV/VZV drug market is growing steadily, while incremental revenue is increasingly driven by transplant-related CMV prophylaxis, refractory CMV infection treatment, and continued uptake of high-value specialty drugs.

Market growth is mainly driven by the recurrent nature of herpesvirus infections, the rising burden of herpes zoster in aging populations, growth in immunosuppressed patients, development of transplant medicine, and increasing demand for CMV infection management. HSV infection often requires episodic treatment or long-term suppressive therapy, while VZV-related herpes zoster causes a higher disease burden among elderly and immunocompromised populations. CMV infection is an important risk factor in post-transplant infection management. As transplant-center capability improves, CMV monitoring becomes more standardized, and awareness of prophylaxis in high-risk patients increases, the clinical value of specialty drugs such as letermovir and maribavir is becoming more prominent. At the same time, improved access to diagnosis and treatment for common herpesvirus infections in emerging markets will continue to support stable demand for mature drugs such as acyclovir and valacyclovir.

From a product and technology perspective, Anti-Herpesvirus Drugs will continue to develop toward improved dosing convenience, treatment of resistant infections, lower toxicity, new mechanisms of action, and expanded indications in special populations. Traditional nucleoside analogues will remain widely used, but competition will focus more on dosage-form optimization, medication adherence, cost control, and channel coverage. In CMV treatment, more attention will be given to bone marrow suppression, nephrotoxicity, resistance mutations, drug interactions, and the safety of long-term prophylaxis, while new-mechanism drugs are expected to gain stronger clinical positions in transplant-related infection management. Future product development will place greater emphasis on refractory or resistant infections, pediatric patients, immunosuppressed populations, ocular infections, and long-term suppressive therapy, while improving patient management efficiency through oral formulations, less frequent dosing, and better safety profiles.

Industry development is still challenged by price competition for mature products, generic substitution, reimbursement pressure, resistance risk, difficulty in validating

clinical endpoints, and payment pressure for high-priced specialty drugs. Traditional products such as acyclovir, valacyclovir, and famciclovir are highly genericized in most countries, so competition increasingly depends on quality consistency, cost control, channel coverage, and dosage-form portfolios. Although CMV and transplant infection drugs have higher unit prices, their patient base is relatively limited and depends strongly on viral-load monitoring, transplant-center coverage, specialist education, and reimbursement capacity. Future market competition will focus more on high-end CMV drugs, resistant and refractory infection treatment, new-mechanism HSV/VZV therapies, global registration capability, specialty-channel service capacity, and accumulation of real-world clinical evidence.

LPI (LP Information)' newest research report, the 'Anti-Herpervirus Drugs Industry Forecast' looks at past sales and reviews total world Anti-Herpervirus Drugs sales in 2025, providing a comprehensive analysis by region and market sector of projected Anti-Herpervirus Drugs sales for 2026 through 2032. With Anti-Herpervirus Drugs sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Anti-Herpervirus Drugs industry.

This Insight Report provides a comprehensive analysis of the global Anti-Herpervirus Drugs landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Anti-Herpervirus Drugs portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Anti-Herpervirus Drugs market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Anti-Herpervirus Drugs and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Anti-Herpervirus Drugs.

This report presents a comprehensive overview, market shares, and growth opportunities of Anti-Herpervirus Drugs market by product type, application, key players and key regions and countries.

Segmentation by Type:

Acyclovir

Valacyclovir

Famciclovir

Other

Segmentation by Virus Type:

HSV

VZV

CMV

Other

Segmentation by Dosage Form:

Oral Tablets and Capsules

Injectable Formulations

Topical Formulations

Other

Segmentation by Application:

Hospital

Clinic

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

GSK

Merck

Takeda

Roche

Maruho

Hikma

Fresenius Kabi

Teva

Viatis

Sandoz

Aurobindo Pharma

Cipla

Sun Pharma

Dr. Reddy's

Shanghai Pharma

Cisen Pharmaceutical

Youcare Pharmaceutical

Hainan Poly Pharm

Zhejiang Xianju Pharmaceutical

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Anti-Herpessvirus Drugs Market Size (2021-2032)
- 2.1.2 Anti-Herpessvirus Drugs Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Anti-Herpessvirus Drugs by Country/Region (2021, 2025 & 2032)

2.2 Anti-Herpessvirus Drugs Segment by Type

- 2.2.1 Acyclovir
- 2.2.2 Valacyclovir
- 2.2.3 Famciclovir
- 2.2.4 Other
- 2.2.5 Anti-Herpessvirus Drugs Market Size by Type
 - 2.2.5.1 Anti-Herpessvirus Drugs Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Anti-Herpessvirus Drugs Market Size Market Share by Type (2021-2026)

2.3 Anti-Herpessvirus Drugs Segment by Virus Type

- 2.3.1 HSV
- 2.3.2 VZV
- 2.3.3 CMV
- 2.3.4 Other
- 2.3.5 Anti-Herpessvirus Drugs Market Size by Virus Type
 - 2.3.5.1 Anti-Herpessvirus Drugs Market Size CAGR by Virus Type (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Anti-Herpessvirus Drugs Market Size Market Share by Virus Type (2021-2026)

2.4 Anti-Herpessvirus Drugs Segment by Dosage Form

2.4.1 Oral Tablets and Capsules

2.4.2 Injectable Formulations

2.4.3 Topical Formulations

2.4.4 Other

2.4.5 Anti-Herpessvirus Drugs Market Size by Dosage Form

2.4.5.1 Anti-Herpessvirus Drugs Market Size CAGR by Dosage Form (2021 VS 2025 VS 2032)

2.4.5.2 Global Anti-Herpessvirus Drugs Market Size Market Share by Dosage Form (2021-2026)

2.5 Anti-Herpessvirus Drugs Segment by Application

2.5.1 Hospital

2.5.2 Clinic

2.5.3 Others

2.5.4 Anti-Herpessvirus Drugs Market Size by Application

2.5.4.1 Anti-Herpessvirus Drugs Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.4.2 Global Anti-Herpessvirus Drugs Market Size Market Share by Application (2021-2026)

3 ANTI-HERPESVIRUS DRUGS MARKET SIZE BY PLAYER

3.1 Anti-Herpessvirus Drugs Market Size Market Share by Player

3.1.1 Global Anti-Herpessvirus Drugs Revenue by Player (2021-2026)

3.1.2 Global Anti-Herpessvirus Drugs Revenue Market Share by Player (2021-2026)

3.2 Global Anti-Herpessvirus Drugs Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 ANTI-HERPESVIRUS DRUGS BY REGION

4.1 Anti-Herpessvirus Drugs Market Size by Region (2021-2026)

4.2 Global Anti-Herpessvirus Drugs Annual Revenue by Country/Region (2021-2026)

4.3 Americas Anti-Herpessvirus Drugs Market Size Growth (2021-2026)

4.4 APAC Anti-Herpessvirus Drugs Market Size Growth (2021-2026)

4.5 Europe Anti-Herpessvirus Drugs Market Size Growth (2021-2026)

4.6 Middle East & Africa Anti-Herpessvirus Drugs Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Anti-Herpessvirus Drugs Market Size by Country (2021-2026)

5.2 Americas Anti-Herpessvirus Drugs Market Size by Type (2021-2026)

5.3 Americas Anti-Herpessvirus Drugs Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Anti-Herpessvirus Drugs Market Size by Region (2021-2026)

6.2 APAC Anti-Herpessvirus Drugs Market Size by Type (2021-2026)

6.3 APAC Anti-Herpessvirus Drugs Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Anti-Herpessvirus Drugs Market Size by Country (2021-2026)

7.2 Europe Anti-Herpessvirus Drugs Market Size by Type (2021-2026)

7.3 Europe Anti-Herpessvirus Drugs Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Anti-Herpessvirus Drugs by Region (2021-2026)

8.2 Middle East & Africa Anti-Herpessvirus Drugs Market Size by Type (2021-2026)

8.3 Middle East & Africa Anti-Herpessvirus Drugs Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL ANTI-HERPESVIRUS DRUGS MARKET FORECAST

10.1 Global Anti-Herpessvirus Drugs Forecast by Region (2027-2032)

10.1.1 Global Anti-Herpessvirus Drugs Forecast by Region (2027-2032)

10.1.2 Americas Anti-Herpessvirus Drugs Forecast

10.1.3 APAC Anti-Herpessvirus Drugs Forecast

10.1.4 Europe Anti-Herpessvirus Drugs Forecast

10.1.5 Middle East & Africa Anti-Herpessvirus Drugs Forecast

10.2 Americas Anti-Herpessvirus Drugs Forecast by Country (2027-2032)

10.2.1 United States Market Anti-Herpessvirus Drugs Forecast

10.2.2 Canada Market Anti-Herpessvirus Drugs Forecast

10.2.3 Mexico Market Anti-Herpessvirus Drugs Forecast

10.2.4 Brazil Market Anti-Herpessvirus Drugs Forecast

10.3 APAC Anti-Herpessvirus Drugs Forecast by Region (2027-2032)

10.3.1 China Anti-Herpessvirus Drugs Market Forecast

10.3.2 Japan Market Anti-Herpessvirus Drugs Forecast

10.3.3 Korea Market Anti-Herpessvirus Drugs Forecast

10.3.4 Southeast Asia Market Anti-Herpessvirus Drugs Forecast

10.3.5 India Market Anti-Herpessvirus Drugs Forecast

10.3.6 Australia Market Anti-Herpessvirus Drugs Forecast

10.4 Europe Anti-Herpessvirus Drugs Forecast by Country (2027-2032)

10.4.1 Germany Market Anti-Herpessvirus Drugs Forecast

10.4.2 France Market Anti-Herpessvirus Drugs Forecast

10.4.3 UK Market Anti-Herpessvirus Drugs Forecast

10.4.4 Italy Market Anti-Herpessvirus Drugs Forecast

- 10.4.5 Russia Market Anti-Herpessvirus Drugs Forecast
- 10.5 Middle East & Africa Anti-Herpessvirus Drugs Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Anti-Herpessvirus Drugs Forecast
 - 10.5.2 South Africa Market Anti-Herpessvirus Drugs Forecast
 - 10.5.3 Israel Market Anti-Herpessvirus Drugs Forecast
 - 10.5.4 Turkey Market Anti-Herpessvirus Drugs Forecast
- 10.6 Global Anti-Herpessvirus Drugs Forecast by Type (2027-2032)
- 10.7 Global Anti-Herpessvirus Drugs Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Anti-Herpessvirus Drugs Forecast

11 KEY PLAYERS ANALYSIS

11.1 GSK

- 11.1.1 GSK Company Information
- 11.1.2 GSK Anti-Herpessvirus Drugs Product Offered
- 11.1.3 GSK Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 GSK Main Business Overview
- 11.1.5 GSK Latest Developments

11.2 Merck

- 11.2.1 Merck Company Information
- 11.2.2 Merck Anti-Herpessvirus Drugs Product Offered
- 11.2.3 Merck Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
- 11.2.4 Merck Main Business Overview
- 11.2.5 Merck Latest Developments

11.3 Takeda

- 11.3.1 Takeda Company Information
- 11.3.2 Takeda Anti-Herpessvirus Drugs Product Offered
- 11.3.3 Takeda Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
- 11.3.4 Takeda Main Business Overview
- 11.3.5 Takeda Latest Developments

11.4 Roche

- 11.4.1 Roche Company Information
- 11.4.2 Roche Anti-Herpessvirus Drugs Product Offered
- 11.4.3 Roche Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
- 11.4.4 Roche Main Business Overview

- 11.4.5 Roche Latest Developments
- 11.5 Maruho
 - 11.5.1 Maruho Company Information
 - 11.5.2 Maruho Anti-Herpessvirus Drugs Product Offered
 - 11.5.3 Maruho Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 Maruho Main Business Overview
 - 11.5.5 Maruho Latest Developments
- 11.6 Hikma
 - 11.6.1 Hikma Company Information
 - 11.6.2 Hikma Anti-Herpessvirus Drugs Product Offered
 - 11.6.3 Hikma Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 Hikma Main Business Overview
 - 11.6.5 Hikma Latest Developments
- 11.7 Fresenius Kabi
 - 11.7.1 Fresenius Kabi Company Information
 - 11.7.2 Fresenius Kabi Anti-Herpessvirus Drugs Product Offered
 - 11.7.3 Fresenius Kabi Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Fresenius Kabi Main Business Overview
 - 11.7.5 Fresenius Kabi Latest Developments
- 11.8 Teva
 - 11.8.1 Teva Company Information
 - 11.8.2 Teva Anti-Herpessvirus Drugs Product Offered
 - 11.8.3 Teva Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Teva Main Business Overview
 - 11.8.5 Teva Latest Developments
- 11.9 Viatris
 - 11.9.1 Viatris Company Information
 - 11.9.2 Viatris Anti-Herpessvirus Drugs Product Offered
 - 11.9.3 Viatris Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Viatris Main Business Overview
 - 11.9.5 Viatris Latest Developments
- 11.10 Sandoz
 - 11.10.1 Sandoz Company Information
 - 11.10.2 Sandoz Anti-Herpessvirus Drugs Product Offered

11.10.3 Sandoz Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Sandoz Main Business Overview

11.10.5 Sandoz Latest Developments

11.11 Aurobindo Pharma

11.11.1 Aurobindo Pharma Company Information

11.11.2 Aurobindo Pharma Anti-Herpessvirus Drugs Product Offered

11.11.3 Aurobindo Pharma Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Aurobindo Pharma Main Business Overview

11.11.5 Aurobindo Pharma Latest Developments

11.12 Cipla

11.12.1 Cipla Company Information

11.12.2 Cipla Anti-Herpessvirus Drugs Product Offered

11.12.3 Cipla Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 Cipla Main Business Overview

11.12.5 Cipla Latest Developments

11.13 Sun Pharma

11.13.1 Sun Pharma Company Information

11.13.2 Sun Pharma Anti-Herpessvirus Drugs Product Offered

11.13.3 Sun Pharma Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Sun Pharma Main Business Overview

11.13.5 Sun Pharma Latest Developments

11.14 Dr. Reddy's

11.14.1 Dr. Reddy's Company Information

11.14.2 Dr. Reddy's Anti-Herpessvirus Drugs Product Offered

11.14.3 Dr. Reddy's Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 Dr. Reddy's Main Business Overview

11.14.5 Dr. Reddy's Latest Developments

11.15 Shanghai Pharma

11.15.1 Shanghai Pharma Company Information

11.15.2 Shanghai Pharma Anti-Herpessvirus Drugs Product Offered

11.15.3 Shanghai Pharma Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.15.4 Shanghai Pharma Main Business Overview

11.15.5 Shanghai Pharma Latest Developments

11.16 Cisen Pharmaceutical

11.16.1 Cisen Pharmaceutical Company Information

11.16.2 Cisen Pharmaceutical Anti-Herpessvirus Drugs Product Offered

11.16.3 Cisen Pharmaceutical Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.16.4 Cisen Pharmaceutical Main Business Overview

11.16.5 Cisen Pharmaceutical Latest Developments

11.17 Youcare Pharmaceutical

11.17.1 Youcare Pharmaceutical Company Information

11.17.2 Youcare Pharmaceutical Anti-Herpessvirus Drugs Product Offered

11.17.3 Youcare Pharmaceutical Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.17.4 Youcare Pharmaceutical Main Business Overview

11.17.5 Youcare Pharmaceutical Latest Developments

11.18 Hainan Poly Pharm

11.18.1 Hainan Poly Pharm Company Information

11.18.2 Hainan Poly Pharm Anti-Herpessvirus Drugs Product Offered

11.18.3 Hainan Poly Pharm Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.18.4 Hainan Poly Pharm Main Business Overview

11.18.5 Hainan Poly Pharm Latest Developments

11.19 Zhejiang Xianju Pharmaceutical

11.19.1 Zhejiang Xianju Pharmaceutical Company Information

11.19.2 Zhejiang Xianju Pharmaceutical Anti-Herpessvirus Drugs Product Offered

11.19.3 Zhejiang Xianju Pharmaceutical Anti-Herpessvirus Drugs Revenue, Gross Margin and Market Share (2021-2026)

11.19.4 Zhejiang Xianju Pharmaceutical Main Business Overview

11.19.5 Zhejiang Xianju Pharmaceutical Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Anti-Herpessvirus Drugs Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Anti-Herpessvirus Drugs Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Acyclovir

Table 4. Major Players of Valacyclovir

Table 5. Major Players of Famciclovir

Table 6. Major Players of Other

Table 7. Anti-Herpessvirus Drugs Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 8. Global Anti-Herpessvirus Drugs Market Size by Type (2021-2026) & (\$ millions)

Table 9. Global Anti-Herpessvirus Drugs Market Size Market Share by Type (2021-2026)

Table 10. Major Players of HSV

Table 11. Major Players of VZV

Table 12. Major Players of CMV

Table 13. Major Players of Other

Table 14. Anti-Herpessvirus Drugs Market Size CAGR by Virus Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 15. Global Anti-Herpessvirus Drugs Market Size by Virus Type (2021-2026) & (\$ millions)

Table 16. Global Anti-Herpessvirus Drugs Market Size Market Share by Virus Type (2021-2026)

Table 17. Major Players of OralTablets and Capsules

Table 18. Major Players of Injectable Formulations

Table 19. Major Players of Topical Formulations

Table 20. Major Players of Other

Table 21. Anti-Herpessvirus Drugs Market Size CAGR by Dosage Form (2021 VS 2025 VS 2032) & (\$ millions)

Table 22. Global Anti-Herpessvirus Drugs Market Size by Dosage Form (2021-2026) & (\$ millions)

Table 23. Global Anti-Herpessvirus Drugs Market Size Market Share by Dosage Form (2021-2026)

Table 24. Anti-Herpessvirus Drugs Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 25. Global Anti-Herpessvirus Drugs Market Size by Application (2021-2026) & (\$

millions)

Table 26. Global Anti-Herpessvirus Drugs Market Size Market Share by Application (2021-2026)

Table 27. Global Anti-Herpessvirus Drugs Revenue by Player (2021-2026) & (\$ millions)

Table 28. Global Anti-Herpessvirus Drugs Revenue Market Share by Player (2021-2026)

Table 29. Anti-Herpessvirus Drugs Key Players Head office and Products Offered

Table 30. Anti-Herpessvirus Drugs Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 31. New Products and Potential Entrants

Table 32. Mergers & Acquisitions, Expansion

Table 33. Global Anti-Herpessvirus Drugs Market Size by Region (2021-2026) & (\$ millions)

Table 34. Global Anti-Herpessvirus Drugs Market Size Market Share by Region (2021-2026)

Table 35. Global Anti-Herpessvirus Drugs Revenue by Country/Region (2021-2026) & (\$ millions)

Table 36. Global Anti-Herpessvirus Drugs Revenue Market Share by Country/Region (2021-2026)

Table 37. Americas Anti-Herpessvirus Drugs Market Size by Country (2021-2026) & (\$ millions)

Table 38. Americas Anti-Herpessvirus Drugs Market Size Market Share by Country (2021-2026)

Table 39. Americas Anti-Herpessvirus Drugs Market Size by Type (2021-2026) & (\$ millions)

Table 40. Americas Anti-Herpessvirus Drugs Market Size Market Share by Type (2021-2026)

Table 41. Americas Anti-Herpessvirus Drugs Market Size by Application (2021-2026) & (\$ millions)

Table 42. Americas Anti-Herpessvirus Drugs Market Size Market Share by Application (2021-2026)

Table 43. APAC Anti-Herpessvirus Drugs Market Size by Region (2021-2026) & (\$ millions)

Table 44. APAC Anti-Herpessvirus Drugs Market Size Market Share by Region (2021-2026)

Table 45. APAC Anti-Herpessvirus Drugs Market Size by Type (2021-2026) & (\$ millions)

Table 46. APAC Anti-Herpessvirus Drugs Market Size by Application (2021-2026) & (\$ millions)

Table 47. Europe Anti-Herpessvirus Drugs Market Size by Country (2021-2026) & (\$ millions)

Table 48. Europe Anti-Herpessvirus Drugs Market Size Market Share by Country (2021-2026)

Table 49. Europe Anti-Herpessvirus Drugs Market Size by Type (2021-2026) & (\$ millions)

Table 50. Europe Anti-Herpessvirus Drugs Market Size by Application (2021-2026) & (\$ millions)

Table 51. Middle East & Africa Anti-Herpessvirus Drugs Market Size by Region (2021-2026) & (\$ millions)

Table 52. Middle East & Africa Anti-Herpessvirus Drugs Market Size by Type (2021-2026) & (\$ millions)

Table 53. Middle East & Africa Anti-Herpessvirus Drugs Market Size by Application (2021-2026) & (\$ millions)

Table 54. Key Market Drivers & Growth Opportunities of Anti-Herpessvirus Drugs

Table 55. Key Market Challenges & Risks of Anti-Herpessvirus Drugs

Table 56. Key Industry Trends of Anti-Herpessvirus Drugs

Table 57. Global Anti-Herpessvirus Drugs Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 58. Global Anti-Herpessvirus Drugs Market Size Market Share Forecast by Region (2027-2032)

Table 59. Global Anti-Herpessvirus Drugs Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 60. Global Anti-Herpessvirus Drugs Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 61. GSK Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 62. GSK Anti-Herpessvirus Drugs Product Offered

Table 63. GSK Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 64. GSK Main Business

Table 65. GSK Latest Developments

Table 66. Merck Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 67. Merck Anti-Herpessvirus Drugs Product Offered

Table 68. Merck Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. Merck Main Business

Table 70. Merck Latest Developments

Table 71. Takeda Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 72. Takeda Anti-Herpessvirus Drugs Product Offered

Table 73. Takeda Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. Takeda Main Business

Table 75. Takeda Latest Developments

Table 76. Roche Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 77. Roche Anti-Herpessvirus Drugs Product Offered

Table 78. Roche Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. Roche Main Business

Table 80. Roche Latest Developments

Table 81. Maruho Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 82. Maruho Anti-Herpessvirus Drugs Product Offered

Table 83. Maruho Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Maruho Main Business

Table 85. Maruho Latest Developments

Table 86. Hikma Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 87. Hikma Anti-Herpessvirus Drugs Product Offered

Table 88. Hikma Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Hikma Main Business

Table 90. Hikma Latest Developments

Table 91. Fresenius Kabi Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 92. Fresenius Kabi Anti-Herpessvirus Drugs Product Offered

Table 93. Fresenius Kabi Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. Fresenius Kabi Main Business

Table 95. Fresenius Kabi Latest Developments

Table 96. Teva Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 97. Teva Anti-Herpessvirus Drugs Product Offered

Table 98. Teva Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 99. Teva Main Business

Table 100. Teva Latest Developments

Table 101. Viatris Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 102. Viatris Anti-Herpessvirus Drugs Product Offered

Table 103. Viatris Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 104. Viatris Main Business

Table 105. Viatris Latest Developments

Table 106. Sandoz Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 107. Sandoz Anti-Herpessvirus Drugs Product Offered

Table 108. Sandoz Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 109. Sandoz Main Business

Table 110. Sandoz Latest Developments

Table 111. Aurobindo Pharma Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 112. Aurobindo Pharma Anti-Herpessvirus Drugs Product Offered

Table 113. Aurobindo Pharma Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 114. Aurobindo Pharma Main Business

Table 115. Aurobindo Pharma Latest Developments

Table 116. Cipla Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 117. Cipla Anti-Herpessvirus Drugs Product Offered

Table 118. Cipla Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 119. Cipla Main Business

Table 120. Cipla Latest Developments

Table 121. Sun Pharma Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 122. Sun Pharma Anti-Herpessvirus Drugs Product Offered

Table 123. Sun Pharma Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 124. Sun Pharma Main Business

Table 125. Sun Pharma Latest Developments

Table 126. Dr. Reddy's Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 127. Dr. Reddy's Anti-Herpessvirus Drugs Product Offered

Table 128. Dr. Reddy's Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 129. Dr. Reddy's Main Business

Table 130. Dr. Reddy's Latest Developments

Table 131. Shanghai Pharma Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 132. Shanghai Pharma Anti-Herpessvirus Drugs Product Offered

Table 133. Shanghai Pharma Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 134. Shanghai Pharma Main Business

Table 135. Shanghai Pharma Latest Developments

Table 136. Cisen Pharmaceutical Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 137. Cisen Pharmaceutical Anti-Herpessvirus Drugs Product Offered

Table 138. Cisen Pharmaceutical Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 139. Cisen Pharmaceutical Main Business

Table 140. Cisen Pharmaceutical Latest Developments

Table 141. Youcare Pharmaceutical Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 142. Youcare Pharmaceutical Anti-Herpessvirus Drugs Product Offered

Table 143. Youcare Pharmaceutical Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 144. Youcare Pharmaceutical Main Business

Table 145. Youcare Pharmaceutical Latest Developments

Table 146. Hainan Poly Pharm Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 147. Hainan Poly Pharm Anti-Herpessvirus Drugs Product Offered

Table 148. Hainan Poly Pharm Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 149. Hainan Poly Pharm Main Business

Table 150. Hainan Poly Pharm Latest Developments

Table 151. Zhejiang Xianju Pharmaceutical Details, Company Type, Anti-Herpessvirus Drugs Area Served and Its Competitors

Table 152. Zhejiang Xianju Pharmaceutical Anti-Herpessvirus Drugs Product Offered

Table 153. Zhejiang Xianju Pharmaceutical Anti-Herpessvirus Drugs Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 154. Zhejiang Xianju Pharmaceutical Main Business

Table 155. Zhejiang Xianju Pharmaceutical Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Anti-Herpessvirus Drugs Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Anti-Herpessvirus Drugs Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Anti-Herpessvirus Drugs Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Anti-Herpessvirus Drugs Sales Market Share by Country/Region (2025)

Figure 8. Anti-Herpessvirus Drugs Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Anti-Herpessvirus Drugs Market Size Market Share by Type in 2025

Figure 10. Global Anti-Herpessvirus Drugs Market Size Market Share by Virus Type in 2025

Figure 11. Global Anti-Herpessvirus Drugs Market Size Market Share by Dosage Form in 2025

Figure 12. Anti-Herpessvirus Drugs in Hospital

Figure 13. Global Anti-Herpessvirus Drugs Market: Hospital (2021-2026) & (\$ millions)

Figure 14. Anti-Herpessvirus Drugs in Clinic

Figure 15. Global Anti-Herpessvirus Drugs Market: Clinic (2021-2026) & (\$ millions)

Figure 16. Anti-Herpessvirus Drugs in Others

Figure 17. Global Anti-Herpessvirus Drugs Market: Others (2021-2026) & (\$ millions)

Figure 18. Global Anti-Herpessvirus Drugs Market Size Market Share by Application in 2025

Figure 19. Global Anti-Herpessvirus Drugs Revenue Market Share by Player in 2025

Figure 20. Global Anti-Herpessvirus Drugs Market Size Market Share by Region (2021-2026)

Figure 21. Americas Anti-Herpessvirus Drugs Market Size 2021-2026 (\$ millions)

Figure 22. APAC Anti-Herpessvirus Drugs Market Size 2021-2026 (\$ millions)

Figure 23. Europe Anti-Herpessvirus Drugs Market Size 2021-2026 (\$ millions)

Figure 24. Middle East & Africa Anti-Herpessvirus Drugs Market Size 2021-2026 (\$ millions)

Figure 25. Americas Anti-Herpessvirus Drugs Value Market Share by Country in 2025

Figure 26. United States Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 27. Canada Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 28. Mexico Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 29. Brazil Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 30. APAC Anti-Herpessvirus Drugs Market Size Market Share by Region in 2025

Figure 31. APAC Anti-Herpessvirus Drugs Market Size Market Share by Type
(2021-2026)

Figure 32. APAC Anti-Herpessvirus Drugs Market Size Market Share by Application
(2021-2026)

Figure 33. China Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 34. Japan Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 35. South Korea Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$
millions)

Figure 36. Southeast Asia Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$
millions)

Figure 37. India Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 38. Australia Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 39. Europe Anti-Herpessvirus Drugs Market Size Market Share by Country in
2025

Figure 40. Europe Anti-Herpessvirus Drugs Market Size Market Share by Type
(2021-2026)

Figure 41. Europe Anti-Herpessvirus Drugs Market Size Market Share by Application
(2021-2026)

Figure 42. Germany Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 43. France Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 44. UK Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 45. Italy Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 46. Russia Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Anti-Herpessvirus Drugs Market Size Market Share by
Region (2021-2026)

Figure 48. Middle East & Africa Anti-Herpessvirus Drugs Market Size Market Share by
Type (2021-2026)

Figure 49. Middle East & Africa Anti-Herpessvirus Drugs Market Size Market Share by
Application (2021-2026)

Figure 50. Egypt Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 51. South Africa Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$
millions)

Figure 52. Israel Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 53. Turkey Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$ millions)

Figure 54. GCC Countries Anti-Herpessvirus Drugs Market Size Growth 2021-2026 (\$

millions)

Figure 55. Americas Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 56. APAC Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 57. Europe Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 58. Middle East & Africa Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 59. United States Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 60. Canada Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 61. Mexico Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 62. Brazil Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 63. China Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 64. Japan Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 65. Korea Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 66. Southeast Asia Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 67. India Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 68. Australia Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 69. Germany Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 70. France Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 71. UK Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 72. Italy Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 73. Russia Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 74. Egypt Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 75. South Africa Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 76. Israel Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 77. Turkey Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

Figure 78. Global Anti-Herpessvirus Drugs Market Size Market Share Forecast by Type (2027-2032)

Figure 79. Global Anti-Herpessvirus Drugs Market Size Market Share Forecast by Application (2027-2032)

Figure 80. GCC Countries Anti-Herpessvirus Drugs Market Size 2027-2032 (\$ millions)

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