

Global Marketing, Promotion and Channel Management (MPCM) Services Market Growth (Status and Outlook) 2023-2029

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Abstracts

MPCM means marketing, promotion and channel management for the sale and promotion of pharmaceutical products for pharmaceutical manufacturers.

LPI (LP Information)' newest research report, the "Marketing, Promotion and Channel Management (MPCM) Services Industry Forecast" looks at past sales and reviews total world Marketing, Promotion and Channel Management (MPCM) Services sales in 2022, providing a comprehensive analysis by region and market sector of projected Marketing, Promotion and Channel Management (MPCM) Services sales for 2023 through 2029. With Marketing, Promotion and Channel Management (MPCM) Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Marketing, Promotion and Channel Management (MPCM) Services industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Marketing, Promotion and Channel Management (MPCM)

Services 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 Marketing, Promotion and Channel Management (MPCM) Services.

The global Marketing, Promotion and Channel Management (MPCM) Services market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Marketing, Promotion and Channel Management (MPCM) Services is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Marketing, Promotion and Channel Management (MPCM) Services is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Marketing, Promotion and Channel Management (MPCM) Services is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Marketing, Promotion and Channel Management (MPCM) Services players cover China Medical System (CMS), IQVIA, PHOENIX Group, EVERSANA, Ashfield Engage (Inizio), Amplity Health, Sinco Pharma, Syneos Health and EPS Corporation, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Marketing, Promotion and Channel Management (MPCM) Services market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Personal Promotion

Non-personal Promotion

Others

Segmentation by application

Pharmaceutical Company

Biotechnology Company

Generic Company

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.

China Medical System (CMS)

IQVIA

PHOENIX Group

EVERSANA

Ashfield Engage (Inizio)

Amplity Health

Sinco Pharma

Syneos Health

EPS Corporation

Uniphar Group

CMIC Group

SciClone Pharmaceuticals

China Pioneer Pharma

Promoveo Health

CSO Pharmitalia

GTS Solution

QFR Solutions

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 Marketing, Promotion and Channel Management (MPCM) Services Market Size 2018-2029

- 2.1.2 Marketing, Promotion and Channel Management (MPCM) Services Market Size CAGR by Region 2018 VS 2022 VS 2029

2.2 Marketing, Promotion and Channel Management (MPCM) Services Segment by Type

- 2.2.1 Personal Promotion
- 2.2.2 Non-personal Promotion
- 2.2.3 Others

2.3 Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type

- 2.3.1 Marketing, Promotion and Channel Management (MPCM) Services Market Size CAGR by Type (2018 VS 2022 VS 2029)

- 2.3.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)

2.4 Marketing, Promotion and Channel Management (MPCM) Services Segment by Application

- 2.4.1 Pharmaceutical Company
- 2.4.2 Biotechnology Company
- 2.4.3 Generic Company
- 2.4.4 Others

2.5 Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application

2.5.1 Marketing, Promotion and Channel Management (MPCM) Services Market Size CAGR by Application (2018 VS 2022 VS 2029)

2.5.2 Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)

3 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET SIZE BY PLAYER

3.1 Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Players

3.1.1 Global Marketing, Promotion and Channel Management (MPCM) Services Revenue by Players (2018-2023)

3.1.2 Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Market Share by Players (2018-2023)

3.2 Global Marketing, Promotion and Channel Management (MPCM) Services 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) & (2021-2023)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES BY REGIONS

4.1 Marketing, Promotion and Channel Management (MPCM) Services Market Size by Regions (2018-2023)

4.2 Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth (2018-2023)

4.3 APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth (2018-2023)

4.4 Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth (2018-2023)

4.5 Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth (2018-2023)

5 AMERICAS

5.1 Americas Marketing, Promotion and Channel Management (MPCM) Services

Global Marketing, Promotion and Channel Management (MPCM) Services Market Growth (Status and Outlook) 2023-202...

Market Size by Country (2018-2023)

5.2 Americas Marketing, Promotion and Channel Management (MPCM) Services

Market Size by Type (2018-2023)

5.3 Americas Marketing, Promotion and Channel Management (MPCM) Services

Market Size by Application (2018-2023)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region (2018-2023)

6.2 APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023)

6.3 APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Marketing, Promotion and Channel Management (MPCM) Services by Country (2018-2023)

7.2 Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023)

7.3 Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services by Region (2018-2023)

8.2 Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023)

8.3 Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023)

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 MARKETING, PROMOTION AND CHANNEL MANAGEMENT (MPCM) SERVICES MARKET FORECAST

10.1 Global Marketing, Promotion and Channel Management (MPCM) Services Forecast by Regions (2024-2029)

10.1.1 Global Marketing, Promotion and Channel Management (MPCM) Services Forecast by Regions (2024-2029)

10.1.2 Americas Marketing, Promotion and Channel Management (MPCM) Services Forecast

10.1.3 APAC Marketing, Promotion and Channel Management (MPCM) Services Forecast

10.1.4 Europe Marketing, Promotion and Channel Management (MPCM) Services Forecast

10.1.5 Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Forecast

10.2 Americas Marketing, Promotion and Channel Management (MPCM) Services Forecast by Country (2024-2029)

10.2.1 United States Marketing, Promotion and Channel Management (MPCM) Services Market Forecast

10.2.2 Canada Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.2.3 Mexico Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.2.4 Brazil Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.3 APAC Marketing, Promotion and Channel Management (MPCM) Services
Forecast by Region (2024-2029)

10.3.1 China Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.3.2 Japan Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.3.3 Korea Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.3.4 Southeast Asia Marketing, Promotion and Channel Management (MPCM)
Services Market Forecast

10.3.5 India Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.3.6 Australia Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.4 Europe Marketing, Promotion and Channel Management (MPCM) Services
Forecast by Country (2024-2029)

10.4.1 Germany Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.4.2 France Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.4.3 UK Marketing, Promotion and Channel Management (MPCM) Services Market
Forecast

10.4.4 Italy Marketing, Promotion and Channel Management (MPCM) Services Market
Forecast

10.4.5 Russia Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.5 Middle East & Africa Marketing, Promotion and Channel Management (MPCM)
Services Forecast by Region (2024-2029)

10.5.1 Egypt Marketing, Promotion and Channel Management (MPCM) Services
Market Forecast

10.5.2 South Africa Marketing, Promotion and Channel Management (MPCM)
Services Market Forecast

10.5.3 Israel Marketing, Promotion and Channel Management (MPCM) Services

Market Forecast

10.5.4 Turkey Marketing, Promotion and Channel Management (MPCM) Services

Market Forecast

10.5.5 GCC Countries Marketing, Promotion and Channel Management (MPCM)

Services Market Forecast

10.6 Global Marketing, Promotion and Channel Management (MPCM) Services

Forecast by Type (2024-2029)

10.7 Global Marketing, Promotion and Channel Management (MPCM) Services

Forecast by Application (2024-2029)

11 KEY PLAYERS ANALYSIS

11.1 China Medical System (CMS)

11.1.1 China Medical System (CMS) Company Information

11.1.2 China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Product Offered

11.1.3 China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.1.4 China Medical System (CMS) Main Business Overview

11.1.5 China Medical System (CMS) Latest Developments

11.2 IQVIA

11.2.1 IQVIA Company Information

11.2.2 IQVIA Marketing, Promotion and Channel Management (MPCM) Services Product Offered

11.2.3 IQVIA Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.2.4 IQVIA Main Business Overview

11.2.5 IQVIA Latest Developments

11.3 PHOENIX Group

11.3.1 PHOENIX Group Company Information

11.3.2 PHOENIX Group Marketing, Promotion and Channel Management (MPCM) Services Product Offered

11.3.3 PHOENIX Group Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.3.4 PHOENIX Group Main Business Overview

11.3.5 PHOENIX Group Latest Developments

11.4 EVERSANA

11.4.1 EVERSANA Company Information

11.4.2 EVERSANA Marketing, Promotion and Channel Management (MPCM)

Services Product Offered

11.4.3 EVERSANA Marketing, Promotion and Channel Management (MPCM)

Services Revenue, Gross Margin and Market Share (2018-2023)

11.4.4 EVERSANA Main Business Overview

11.4.5 EVERSANA Latest Developments

11.5 Ashfield Engage (Inizio)

11.5.1 Ashfield Engage (Inizio) Company Information

11.5.2 Ashfield Engage (Inizio) Marketing, Promotion and Channel Management

(MPCM) Services Product Offered

11.5.3 Ashfield Engage (Inizio) Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.5.4 Ashfield Engage (Inizio) Main Business Overview

11.5.5 Ashfield Engage (Inizio) Latest Developments

11.6 Amplity Health

11.6.1 Amplity Health Company Information

11.6.2 Amplity Health Marketing, Promotion and Channel Management (MPCM)

Services Product Offered

11.6.3 Amplity Health Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.6.4 Amplity Health Main Business Overview

11.6.5 Amplity Health Latest Developments

11.7 Sinco Pharma

11.7.1 Sinco Pharma Company Information

11.7.2 Sinco Pharma Marketing, Promotion and Channel Management (MPCM)

Services Product Offered

11.7.3 Sinco Pharma Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.7.4 Sinco Pharma Main Business Overview

11.7.5 Sinco Pharma Latest Developments

11.8 Syneos Health

11.8.1 Syneos Health Company Information

11.8.2 Syneos Health Marketing, Promotion and Channel Management (MPCM)

Services Product Offered

11.8.3 Syneos Health Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)

11.8.4 Syneos Health Main Business Overview

11.8.5 Syneos Health Latest Developments

11.9 EPS Corporation

11.9.1 EPS Corporation Company Information

- 11.9.2 EPS Corporation Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
- 11.9.3 EPS Corporation Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
- 11.9.4 EPS Corporation Main Business Overview
- 11.9.5 EPS Corporation Latest Developments
- 11.10 Uniphar Group
 - 11.10.1 Uniphar Group Company Information
 - 11.10.2 Uniphar Group Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
 - 11.10.3 Uniphar Group Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
 - 11.10.4 Uniphar Group Main Business Overview
 - 11.10.5 Uniphar Group Latest Developments
- 11.11 CMIC Group
 - 11.11.1 CMIC Group Company Information
 - 11.11.2 CMIC Group Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
 - 11.11.3 CMIC Group Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
 - 11.11.4 CMIC Group Main Business Overview
 - 11.11.5 CMIC Group Latest Developments
- 11.12 SciClone Pharmaceuticals
 - 11.12.1 SciClone Pharmaceuticals Company Information
 - 11.12.2 SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Product Offered
 - 11.12.3 SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)
 - 11.12.4 SciClone Pharmaceuticals Main Business Overview
 - 11.12.5 SciClone Pharmaceuticals Latest Developments
- 11.13 China Pioneer Pharma
 - 11.13.1 China Pioneer Pharma Company Information
 - 11.13.2 China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Offered
 - 11.13.3 China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Revenue, Gross Margin and Market Share (2018-2023)
 - 11.13.4 China Pioneer Pharma Main Business Overview
 - 11.13.5 China Pioneer Pharma Latest Developments
- 11.14 Promoveo Health

- 11.14.1 Promoveo Health Company Information
- 11.14.2 Promoveo Health Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
- 11.14.3 Promoveo Health Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
- 11.14.4 Promoveo Health Main Business Overview
- 11.14.5 Promoveo Health Latest Developments
- 11.15 CSO Pharmeditalia
- 11.15.1 CSO Pharmeditalia Company Information
- 11.15.2 CSO Pharmeditalia Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
- 11.15.3 CSO Pharmeditalia Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
- 11.15.4 CSO Pharmeditalia Main Business Overview
- 11.15.5 CSO Pharmeditalia Latest Developments
- 11.16 GTS Solution
- 11.16.1 GTS Solution Company Information
- 11.16.2 GTS Solution Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
- 11.16.3 GTS Solution Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
- 11.16.4 GTS Solution Main Business Overview
- 11.16.5 GTS Solution Latest Developments
- 11.17 QFR Solutions
- 11.17.1 QFR Solutions Company Information
- 11.17.2 QFR Solutions Marketing, Promotion and Channel Management (MPCM)
Services Product Offered
- 11.17.3 QFR Solutions Marketing, Promotion and Channel Management (MPCM)
Services Revenue, Gross Margin and Market Share (2018-2023)
- 11.17.4 QFR Solutions Main Business Overview
- 11.17.5 QFR Solutions Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Marketing, Promotion and Channel Management (MPCM) Services Market Size CAGR by Region (2018 VS 2022 VS 2029) & (\$ Millions)
- Table 2. Major Players of Personal Promotion
- Table 3. Major Players of Non-personal Promotion
- Table 4. Major Players of Others
- Table 5. Marketing, Promotion and Channel Management (MPCM) Services Market Size CAGR by Type (2018 VS 2022 VS 2029) & (\$ Millions)
- Table 6. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023) & (\$ Millions)
- Table 7. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)
- Table 8. Marketing, Promotion and Channel Management (MPCM) Services Market Size CAGR by Application (2018 VS 2022 VS 2029) & (\$ Millions)
- Table 9. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023) & (\$ Millions)
- Table 10. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)
- Table 11. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue by Players (2018-2023) & (\$ Millions)
- Table 12. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Market Share by Player (2018-2023)
- Table 13. Marketing, Promotion and Channel Management (MPCM) Services Key Players Head office and Products Offered
- Table 14. Marketing, Promotion and Channel Management (MPCM) Services Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)
- Table 15. New Products and Potential Entrants
- Table 16. Mergers & Acquisitions, Expansion
- Table 17. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size by Regions 2018-2023 & (\$ Millions)
- Table 18. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Regions (2018-2023)
- Table 19. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue by Country/Region (2018-2023) & (\$ millions)
- Table 20. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Market Share by Country/Region (2018-2023)

Table 21. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country (2018-2023) & (\$ Millions)

Table 22. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Country (2018-2023)

Table 23. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023) & (\$ Millions)

Table 24. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)

Table 25. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023) & (\$ Millions)

Table 26. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)

Table 27. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region (2018-2023) & (\$ Millions)

Table 28. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region (2018-2023)

Table 29. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023) & (\$ Millions)

Table 30. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)

Table 31. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023) & (\$ Millions)

Table 32. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)

Table 33. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Country (2018-2023) & (\$ Millions)

Table 34. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Country (2018-2023)

Table 35. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Type (2018-2023) & (\$ Millions)

Table 36. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)

Table 37. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size by Application (2018-2023) & (\$ Millions)

Table 38. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)

Table 39. Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size by Region (2018-2023) & (\$ Millions)

Table 40. Middle East & Africa Marketing, Promotion and Channel Management

(MPCM) Services Market Size Market Share by Region (2018-2023)

Table 41. Middle East & Africa Marketing, Promotion and Channel Management

(MPCM) Services Market Size by Type (2018-2023) & (\$ Millions)

Table 42. Middle East & Africa Marketing, Promotion and Channel Management

(MPCM) Services Market Size Market Share by Type (2018-2023)

Table 43. Middle East & Africa Marketing, Promotion and Channel Management

(MPCM) Services Market Size by Application (2018-2023) & (\$ Millions)

Table 44. Middle East & Africa Marketing, Promotion and Channel Management

(MPCM) Services Market Size Market Share by Application (2018-2023)

Table 45. Key Market Drivers & Growth Opportunities of Marketing, Promotion and Channel Management (MPCM) Services

Table 46. Key Market Challenges & Risks of Marketing, Promotion and Channel Management (MPCM) Services

Table 47. Key Industry Trends of Marketing, Promotion and Channel Management (MPCM) Services

Table 48. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Regions (2024-2029) & (\$ Millions)

Table 49. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share Forecast by Regions (2024-2029)

Table 50. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Type (2024-2029) & (\$ Millions)

Table 51. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Forecast by Application (2024-2029) & (\$ Millions)

Table 52. China Medical System (CMS) Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 53. China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 54. China Medical System (CMS) Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 55. China Medical System (CMS) Main Business

Table 56. China Medical System (CMS) Latest Developments

Table 57. IQVIA Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 58. IQVIA Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 59. IQVIA Main Business

Table 60. IQVIA Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 61. IQVIA Latest Developments

Table 62. PHOENIX Group Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 63. PHOENIX Group Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 64. PHOENIX Group Main Business

Table 65. PHOENIX Group Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 66. PHOENIX Group Latest Developments

Table 67. EVERSANA Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 68. EVERSANA Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 69. EVERSANA Main Business

Table 70. EVERSANA Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 71. EVERSANA Latest Developments

Table 72. Ashfield Engage (Inizio) Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 73. Ashfield Engage (Inizio) Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 74. Ashfield Engage (Inizio) Main Business

Table 75. Ashfield Engage (Inizio) Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 76. Ashfield Engage (Inizio) Latest Developments

Table 77. Amplity Health Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 78. Amplity Health Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 79. Amplity Health Main Business

Table 80. Amplity Health Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 81. Amplity Health Latest Developments

Table 82. Sinco Pharma Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 83. Sinco Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 84. Sinco Pharma Main Business

Table 85. Sinco Pharma Marketing, Promotion and Channel Management (MPCM)

Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 86. Sinco Pharma Latest Developments

Table 87. Syneos Health Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 88. Syneos Health Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 89. Syneos Health Main Business

Table 90. Syneos Health Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 91. Syneos Health Latest Developments

Table 92. EPS Corporation Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 93. EPS Corporation Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 94. EPS Corporation Main Business

Table 95. EPS Corporation Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 96. EPS Corporation Latest Developments

Table 97. Uniphar Group Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 98. Uniphar Group Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 99. Uniphar Group Main Business

Table 100. Uniphar Group Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 101. Uniphar Group Latest Developments

Table 102. CMIC Group Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 103. CMIC Group Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 104. CMIC Group Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 105. CMIC Group Main Business

Table 106. CMIC Group Latest Developments

Table 107. SciClone Pharmaceuticals Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 108. SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 109. SciClone Pharmaceuticals Main Business

Table 110. SciClone Pharmaceuticals Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 111. SciClone Pharmaceuticals Latest Developments

Table 112. China Pioneer Pharma Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 113. China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 114. China Pioneer Pharma Main Business

Table 115. China Pioneer Pharma Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 116. China Pioneer Pharma Latest Developments

Table 117. Promoveo Health Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 118. Promoveo Health Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 119. Promoveo Health Main Business

Table 120. Promoveo Health Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 121. Promoveo Health Latest Developments

Table 122. CSO Pharmitalia Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 123. CSO Pharmitalia Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 124. CSO Pharmitalia Main Business

Table 125. CSO Pharmitalia Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 126. CSO Pharmitalia Latest Developments

Table 127. GTS Solution Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 128. GTS Solution Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 129. GTS Solution Main Business

Table 130. GTS Solution Marketing, Promotion and Channel Management (MPCM) Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 131. GTS Solution Latest Developments

Table 132. QFR Solutions Details, Company Type, Marketing, Promotion and Channel Management (MPCM) Services Area Served and Its Competitors

Table 133. QFR Solutions Marketing, Promotion and Channel Management (MPCM) Services Product Offered

Table 134. QFR Solutions Main Business

Table 135. QFR Solutions Marketing, Promotion and Channel Management (MPCM)
Services Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 136. QFR Solutions Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Marketing, Promotion and Channel Management (MPCM) Services Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth Rate 2018-2029 (\$ Millions)

Figure 6. Marketing, Promotion and Channel Management (MPCM) Services Sales by Geographic Region (2018, 2022 & 2029) & (\$ millions)

Figure 7. Marketing, Promotion and Channel Management (MPCM) Services Sales Market Share by Country/Region (2022)

Figure 8. Marketing, Promotion and Channel Management (MPCM) Services Sales Market Share by Country/Region (2018, 2022 & 2029)

Figure 9. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type in 2022

Figure 10. Marketing, Promotion and Channel Management (MPCM) Services in Pharmaceutical Company

Figure 11. Global Marketing, Promotion and Channel Management (MPCM) Services Market: Pharmaceutical Company (2018-2023) & (\$ Millions)

Figure 12. Marketing, Promotion and Channel Management (MPCM) Services in Biotechnology Company

Figure 13. Global Marketing, Promotion and Channel Management (MPCM) Services Market: Biotechnology Company (2018-2023) & (\$ Millions)

Figure 14. Marketing, Promotion and Channel Management (MPCM) Services in Generic Company

Figure 15. Global Marketing, Promotion and Channel Management (MPCM) Services Market: Generic Company (2018-2023) & (\$ Millions)

Figure 16. Marketing, Promotion and Channel Management (MPCM) Services in Others

Figure 17. Global Marketing, Promotion and Channel Management (MPCM) Services Market: Others (2018-2023) & (\$ Millions)

Figure 18. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application in 2022

Figure 19. Global Marketing, Promotion and Channel Management (MPCM) Services Revenue Market Share by Player in 2022

Figure 20. Global Marketing, Promotion and Channel Management (MPCM) Services

Market Size Market Share by Regions (2018-2023)

Figure 21. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size 2018-2023 (\$ Millions)

Figure 22. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size 2018-2023 (\$ Millions)

Figure 23. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size 2018-2023 (\$ Millions)

Figure 24. Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size 2018-2023 (\$ Millions)

Figure 25. Americas Marketing, Promotion and Channel Management (MPCM) Services Value Market Share by Country in 2022

Figure 26. United States Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 27. Canada Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 28. Mexico Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 29. Brazil Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 30. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region in 2022

Figure 31. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type in 2022

Figure 32. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application in 2022

Figure 33. China Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 34. Japan Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 35. Korea Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 36. Southeast Asia Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 37. India Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 38. Australia Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 39. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Country in 2022

Figure 40. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)

Figure 41. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)

Figure 42. Germany Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 43. France Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 44. UK Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 45. Italy Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 46. Russia Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 47. Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Region (2018-2023)

Figure 48. Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Type (2018-2023)

Figure 49. Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share by Application (2018-2023)

Figure 50. Egypt Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 51. South Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 52. Israel Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 53. Turkey Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 54. GCC Country Marketing, Promotion and Channel Management (MPCM) Services Market Size Growth 2018-2023 (\$ Millions)

Figure 55. Americas Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 56. APAC Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 57. Europe Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 58. Middle East & Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 59. United States Marketing, Promotion and Channel Management (MPCM)

Services Market Size 2024-2029 (\$ Millions)

Figure 60. Canada Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 61. Mexico Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 62. Brazil Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 63. China Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 64. Japan Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 65. Korea Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 66. Southeast Asia Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 67. India Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 68. Australia Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 69. Germany Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 70. France Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 71. UK Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 72. Italy Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 73. Russia Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 74. Spain Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 75. Egypt Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 76. South Africa Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 77. Israel Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 78. Turkey Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 79. GCC Countries Marketing, Promotion and Channel Management (MPCM) Services Market Size 2024-2029 (\$ Millions)

Figure 80. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share Forecast by Type (2024-2029)

Figure 81. Global Marketing, Promotion and Channel Management (MPCM) Services Market Size Market Share Forecast by Application (2024-2029)

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