

# Influenza Vaccines Market Outlook 2025-2034: Market Share, and Growth Analysis By Vaccine Type (Inactivated, Live Attenuated), By Valency (Quadrivalent, Trivalent), By Route Of Administration, By Age Group, By Distribution Channel

<https://marketpublishers.com/r/I05274491881EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: I05274491881EN

## Abstracts

The Influenza Vaccines Market is valued at USD 9.3 billion in 2025 and is projected to grow at a CAGR of 7.7% to reach USD 18.1 billion by 2034. The influenza vaccines market plays a vital role in global public health by reducing the incidence, severity, and spread of seasonal and pandemic flu. Vaccines include trivalent and quadrivalent formulations, with evolving strategies for both egg-based and cell-based manufacturing. Increasing government immunization campaigns, growing geriatric populations, and awareness of influenza-related complications have propelled vaccine demand. Pharmaceutical companies continue to innovate with improved antigenic match capabilities and recombinant technologies. The market's relevance has been underscored by the COVID-19 pandemic, which renewed global emphasis on preventive vaccination as a first line of defense against respiratory illnesses. The influenza vaccines market expanded significantly due to heightened vaccination awareness and expanded coverage programs. Countries in North America and Europe reported record-high vaccine uptake across elderly and at-risk populations. New high-dose and adjuvanted vaccines were launched, providing enhanced protection for immunocompromised individuals. Biotech companies advanced mRNA-based influenza vaccines into clinical trials, aiming for faster adaptability to mutating strains. Public-private partnerships played a pivotal role in ensuring equitable access and distribution. Digital platforms helped with appointment scheduling, education, and follow-ups, improving vaccination compliance and data tracking. The market is projected to grow with the expected commercialization of next-generation flu vaccines, including mRNA and universal flu vaccine candidates. These innovations aim to provide longer-lasting

immunity and broader coverage across influenza subtypes. AI-driven strain prediction will further improve vaccine effectiveness. Emerging economies are expected to see higher adoption rates, driven by healthcare infrastructure development and global immunization programs. The influenza vaccines market will increasingly intersect with personalized medicine, focusing on tailoring vaccine formulations to specific risk groups. Sustainability in vaccine production and delivery will also become a strategic focus for manufacturers.

## Key Insights Influenza Vaccines Market

mRNA-based influenza vaccines are progressing through clinical trials, promising improved efficacy and rapid scalability.

Universal flu vaccine research is advancing with the goal of eliminating annual reformulation needs and increasing immunity duration.

High-dose and adjuvanted vaccines are seeing broader use among elderly and immunocompromised populations.

Digital health tools and mobile apps are facilitating vaccine appointments, reminders, and real-time data monitoring.

Equity-focused partnerships are emerging to ensure broader global access to influenza vaccines in low-income countries.

Increasing influenza-related complications in aging populations drive demand for annual and improved flu vaccinations.

Ongoing public health campaigns and mandatory workplace immunization policies promote widespread vaccination adoption.

Advancements in vaccine manufacturing technology, including recombinant and cell-based platforms, enhance speed and efficacy.

Global pandemic preparedness strategies include influenza immunization as a critical line of respiratory disease defense.

Annual antigen mismatch and variability in vaccine effectiveness pose challenges in influenza prevention strategies.

Vaccine hesitancy and misinformation reduce public trust and limit vaccine uptake in several demographic segments.

## Influenza Vaccines Market Segmentation

### By Vaccine Type

Inactivated

Live Attenuated

### By Valency

Quadrivalent

Trivalent

### By Route Of Administration

Injection

Nasal Spray

### By Age Group

Pediatric

Adult

### By Distribution Channel

Hospitals And Pharmacies

Government And Institutional Supply

Other Distribution Channels

### Key Companies Analysed

Pfizer Inc.

F. Hoffmann-La Roche Ltd.

Merck & Co. Inc.

Novartis AG

Sanofi-Aventis LLC.

AstraZeneca PLC

GlaxoSmithKline plc.

Serum Institute of India Private Limited

Takeda Pharmaceutical Company Limited

Moderna Inc.

Viartis Inc.

CSL Limited

Seqirus Inc.

Daiichi Sankyo Company Limited

China National Pharmaceutical Group Corporation

Shanghai Fosun Pharmaceutical Group Co. Ltd.

Mitsubishi Tanabe Pharma Corporation

Shionogi & Co. Ltd.

Liaoning Cheng Da Biotechnology Co. Ltd.

Novavax AB

Sinovac Biotech Co. Ltd.

Green Cross Corporation

Emergent BioSolutions Inc.

Walvax Biotechnology Co. Ltd.

Hualan Biological Engineering Inc.

Valneva SE

Bharat Biotech International Limited

Vaxess Technologies Inc.

Osivax

Gamma Vaccines Pty. Ltd.

## Influenza Vaccines Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting

scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Influenza Vaccines Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Influenza Vaccines market data and outlook to 2034

United States

Canada

Mexico

Europe — Influenza Vaccines market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Influenza Vaccines market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Influenza Vaccines market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Influenza Vaccines market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Influenza Vaccines value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Influenza Vaccines industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Influenza Vaccines Market Report

Global Influenza Vaccines market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Influenza Vaccines trade, costs, and supply chains

Influenza Vaccines market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Influenza Vaccines market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Influenza Vaccines market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Influenza Vaccines supply chain analysis

Influenza Vaccines trade analysis, Influenza Vaccines market price analysis, and Influenza Vaccines supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Influenza Vaccines market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary

data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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