

Birch Allergy Market Forecasts to 2032 – Global Analysis By Product (Tablets, Eye Drops, Nasal Sprays, Injections and Other Products), Treatment Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Birch Allergy Market is accounted for \$452.7 million in 2025 and is expected to reach \$755.9 million by 2032 growing at a CAGR of 7.6% during the forecast period. Birch allergy is an immune system reaction to pollen released by birch trees, commonly occurring in spring. It triggers allergic rhinitis symptoms such as sneezing, nasal congestion, itchy eyes, and throat irritation. In sensitized individuals, the immune system mistakenly identifies birch pollen proteins as harmful, producing antibodies that cause inflammation. Birch allergy is often linked to oral allergy syndrome (OAS), where certain fruits, vegetables, or nuts cause mouth or throat discomfort due to cross-reactivity with birch pollen proteins. It is prevalent in temperate regions and can be managed through antihistamines, allergen avoidance, and immunotherapy for long-term symptom relief.

According to the market research reports, the United States has the largest patient pool for birch allergy and also represents the largest market for its treatment.

Market Dynamics:

Driver:

Rising Prevalence of Birch Pollen Allergies

The rising prevalence of birch pollen allergies is driving significant growth in the birch

allergy market, fueling demand for advanced diagnostics, immunotherapies, and personalized treatment options. Increased awareness and earlier detection are accelerating innovation across pharmaceutical and biotech sectors. This surge is also prompting strategic investments in allergen-specific products and expanding access to targeted care. As seasonal allergy rates climb globally, the market is poised for sustained expansion, transforming patient outcomes and reshaping allergy management landscapes.

Restraint:

High Cost of Advanced Therapies

The high cost of advanced therapies significantly hinders the Birch Allergy Market, limiting patient accessibility and adoption rates. Many innovative treatment options, such as allergen-specific immunotherapies, involve substantial expenses, making them unaffordable for a large segment of the population. This financial barrier reduces overall treatment uptake, slows market growth, and creates disparities in care. Consequently, cost-related challenges continue to impede the widespread availability and utilization of advanced birch allergy treatments.

Opportunity:

Growing Healthcare Awareness & Diagnostics

Rising healthcare awareness and advancements in diagnostics are catalyzing growth in the birch allergy market. Increased public understanding of allergic conditions is driving early testing and proactive management, while innovations in molecular diagnostics enable precise identification of birch-specific allergens. This empowers allergists to tailor immunotherapy and enhances patient outcomes. As awareness spreads globally, especially in urban and emerging regions, demand for targeted treatments and allergy-friendly products is surging—creating a dynamic, patient-centric market with strong growth potential.

Threat:

Regulatory Hurdles & Fragmentation

Regulatory hurdles and market fragmentation negatively impact the birch allergy market by creating inconsistent standards, prolonging product approval timelines, and

increasing compliance costs for manufacturers. Fragmentation across regions limits uniform treatment protocols and market access, restricting the scalability of innovative therapies. This lack of regulatory harmonization discourages investment and slows the introduction of advanced diagnostic and treatment solutions, ultimately hindering market growth and patient access to effective birch allergy management options.

Covid-19 Impact

The Covid-19 pandemic had a mixed impact on the birch allergy market. Reduced outdoor exposure during lockdowns temporarily lowered pollen-related allergic reactions. However, disrupted healthcare services delayed allergy testing and immunotherapy treatments. Increased focus on respiratory health boosted awareness of allergy management, while e-commerce growth supported sales of OTC antihistamines and allergy relief products. Post-pandemic, rising patient visits and resumed treatments are driving market recovery and long-term growth.

The corticosteroids segment is expected to be the largest during the forecast period

The corticosteroids segment is expected to account for the largest market share during the forecast period, due to effective symptom relief and improving patient adherence. Their anti-inflammatory properties help manage moderate to severe allergic reactions, reducing healthcare burden and enhancing quality of life. With rising awareness and improved formulations—such as intranasal sprays and inhalers—corticosteroids are becoming a preferred treatment option. This segment's expansion is catalyzing innovation, boosting market value, and reinforcing the shift toward targeted, long-term allergy management solutions.

The immunotherapy segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the immunotherapy segment is predicted to witness the highest growth rate, as it offers long-term, targeted treatment that addresses the root cause rather than just alleviating symptoms. Increasing adoption of subcutaneous and sublingual immunotherapy is enhancing patient compliance and treatment outcomes, thereby boosting demand. Growing awareness among patients and healthcare providers about the lasting benefits of immunotherapy, coupled with advancements in allergen-specific formulations, is expanding market reach.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to advancements in diagnostic and treatment options. Rising urbanization, changing environmental conditions, and growing exposure to pollen are leading to higher prevalence rates, prompting greater demand for effective management solutions. Government initiatives, improved healthcare infrastructure, and the availability of advanced immunotherapy treatments are further supporting market expansion. Additionally, increasing patient education and proactive healthcare-seeking behavior are boosting adoption rates across the region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to rising awareness, early diagnosis, and adoption of advanced immunotherapies like SLIT tablets and biologics. With longer pollen seasons and increasing allergic rhinitis cases, demand for effective treatments is surging. Strategic R&D and digital health tools are enhancing patient outcomes, while improved healthcare infrastructure supports market expansion. This growth fosters innovation, empowers biotech players, and promotes personalized medicine, positioning North America as a leader in allergy management.

Key players in the market

Some of the key players profiled in the Birch Allergy Market include Allergy Therapeutics Plc, Regeneron Pharmaceuticals Inc., Desentum, HAL Allergy Group, Roxall Medizin GmbH, Worg Pharmaceuticals AG, S-TARget therapeutics GmbH, Adamis Pharmaceuticals Corporation, Merck KGaA, Stallergenes Greer plc, ALK-Abello A/S, Anergis SA, Biomay AG, Laboratorios LETI SL, Bayer AG, Johnson & Johnson, Sanofi S.A., GlaxoSmithKline plc, Teva Pharmaceutical Industries Ltd. and Roche.

Key Developments:

In May 2025, Johnson & Johnson MedTech has joined forces with Qure.ai under Project BreatheEZ to roll out AI-powered Incidental Pulmonary Nodule detection clinics—10 hubs and 20 spokes—across India, beginning with Thangam Cancer Centre, aiming to catch lung cancer at its most treatable stage.

In March 2025, Roche unveiled an exclusive collaboration with Zealand Pharma to co-develop and co-commercialize petrelintide, a long-acting amylin analog—alone or paired

with Roche's dual GLP-1/GIP agonist CT-388—to elevate care in cardiovascular, renal, and metabolic diseases.

Products Covered:

Tablets

Eye Drops

Nasal Sprays

Injections

Other Products

Treatment Types Covered:

Antihistamines

Immunotherapy

Decongestants

Corticosteroids

Other Treatment Types

Distribution Channels Covered:

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

Other Distribution Channels

End Users Covered:

Hospitals

Homecare

Clinics

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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