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Viral Gastroenteritis Market Forecasts to 2034 – Global Analysis By Type (Norovirus, Rotavirus, Astrovirus, Enteric Adenovirus and Other Types), Diagnosis (Physical Examination and Rapid Stool Test), Treatment (Intravenous Fluids, Antimotility Agents, Electrolytes, Antiemetic Drugs, Antidiarrheal Drugs and Other Treatments), Drug (Antibiotics, Antacids, Laxatives, Antimotility Agents, Antiemetics, Chemotherapy Drugs and Other Drugs), Dosage, Indication, Route of Administration, Distribution Channel, End User and by Geography

https://marketpublishers.com/r/VFB3436EF382EN.html
Date: April 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: VFB3436EF382EN

Abstracts

According to Stratistics MRC, the Global Viral Gastroenteritis Market is accounted for $57.0 billion in 2026 and is expected to reach $95.1 billion by 2034 growing at a CAGR of 6.6% during the forecast period. The stomach flu, also referred to as viral gastroenteritis, is an infectious intestinal disease that causes inflammation in the intestines and stomach. The rotavirus, adenovirus, and norovirus are the main viruses that cause it. Being highly contagious, the illness usually spreads through contaminated food, water, or intimate contact with an infected person. Moreover, diarrhea, vomiting, cramps in the abdomen, fever, and nausea are common symptoms; in severe cases, dehydration results.

According to a survey report across 33 countries among 73,076 adults by Bodibio, a US-based fitness and wellness company, 40% of those surveyed had a functional gastrointestinal disorder, including all the variations of functional dyspepsia, irritable

bowel syndrome, functional constipation, and others.

Market Dynamics:

Driver:

Spread of viral adherence

The highly contagious nature of viruses that cause gastroenteritis, like rotavirus and norovirus, is a major factor in the spread of outbreaks. Viral transmission occurs mainly through person-to-person contact, aerosolized vomit particles, and contaminated surfaces. Additionally, this increased transmissibility, particularly in crowded environments and communities with close interpersonal contact, plays a role in the quick and widespread occurrence of viral gastroenteritis.

Restraint:

Lack of targeted antiviral treatment

The lack of specific antiviral drugs for many of the causative agents, including norovirus, is a significant barrier to treating viral gastroenteritis. In contrast to bacterial infections, which are typically treated with antibiotics, supportive care for viral gastroenteritis primarily focuses on rehydration and symptom relief. Furthermore, therapeutic intervention options are limited due to the absence of targeted antiviral drugs.

Opportunity:

Development and research on vaccines

Research and development efforts aimed at producing potent vaccines against gastroenteritis viruses, particularly noroviruses, present a substantial opportunity. Novel approaches to the development of vaccines could be made possible by growing comprehension of host immune responses and viral genomics. Moreover, a successful vaccine could transform prophylactic measures and lessen the incidence and intensity of gastroenteritis outbreaks.

Threat:

Absence of particularized antiviral therapy

One major threat is the lack of specific antiviral drugs for many gastroenteritis viruses. Viral gastroenteritis is primarily treated with supportive care, with limited options for therapeutic interventions, unlike bacterial infections, which are frequently treated with targeted antibiotics. Additionally, the management of severe cases is made more difficult by the absence of a targeted antiviral treatment.

Covid-19 Impact:

The market for viral gastroenteritis has been affected by the COVID-19 pandemic. As global healthcare systems have primarily concentrated on controlling the pandemic, there have been variations in the prevalence of viral gastroenteritis cases. In an attempt to stop the spread of COVID-19, lockdowns, social distancing measures, and improved hygiene practices have all somewhat reduced the number of gastroenteritis viruses that are being transmitted. Moreover, accurately tracking and managing gastroenteritis cases has proven difficult, due to changes in public attention and resources towards the pandemic, decreased surveillance efforts, and disruptions in healthcare services.

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

Due to the widespread influence on public health worldwide, the rotavirus segment is a dominant force in the viral gastroenteritis landscape, possessing the largest market share. Additionally, rotavirus infections are well known for being a major cause of severe diarrhea, particularly in young children. They also significantly increase the overall burden of morbidity and mortality associated with gastroenteritis. Due to the virus's high contagiousness and adaptability to different environments, it is frequently found in a wide range of settings, including childcare facilities and areas with poor access to healthcare.

The Ambulatory Care Centers segment is expected to have the highest CAGR during the forecast period

With the highest CAGR, the ambulatory care center segment is becoming more and more important in the healthcare sector. These centers are essential to the transformation of healthcare delivery because they are dedicated to providing outpatient services, diagnostics, and preventive care. Furthermore, the growth of ambulatory care has been driven by a shift towards patient-centric models and an increasing demand for affordable and easily accessible healthcare options.

Region with largest share:

North America has continuously held the largest market share. The region's prominence is ascribed to a confluence of factors such as sophisticated healthcare infrastructure, significant investments in research and development, a resilient regulatory framework, and elevated healthcare spending. However, with its sophisticated medical technology, firmly established pharmaceutical industry, and extensive healthcare system, the United States in particular stands out as a major driver of the North American healthcare market.

Region with highest CAGR:

During the forecast period, the European region is expected to have the highest CAGR. Europe consistently holds a sizable share of the global healthcare market thanks to its well-established healthcare infrastructure, high standards for medical research and innovation, and extensive healthcare systems. Moreover, the aging population, the frequency of chronic illnesses, and the emphasis on accessible and high-quality healthcare all support Europe's continued rise and clout in the world healthcare arena.

Key players in the market

Some of the key players in Viral Gastroenteritis market include Bausch Health Companies Inc., Abbott, Cipla Inc., Sanofi, Bayer AG, Allerga, Dr. Reddy's Laboratories Ltd, Johnson & Johnson Private Ltd., Takeda Pharmaceutical Company Ltd., Valeant Pharmaceuticals, Astellas Pharma Inc., Teva Pharmaceutical Industries Ltd., Sun Pharmaceutical Industries Ltd., Aurobindo Pharma, Eli Lilly and Company, Novartis AG, Janssen Biotech Inc. and Mylan N.V.

Key Developments:

In September 2023, Bausch + Lomb Corporation, a subsidiary of Bausch Health Companies Inc., announced it has completed its acquisition of XIIDRA® 5%, a non-steroid eye drop specifically approved to treat the signs and symptoms of dry eye disease focusing on inflammation associated with dry eye, and certain other ophthalmology assets.

In September 2023, Abbott has entered a definitive agreement for the acquisition of Bigfoot Biomedical, which develops smart insulin management systems for individuals with diabetes. Together, the companies have worked on connected diabetes solutions since 2017. Developed by Bigfoot Biomedical, Bigfoot Unity is a smart insulin management system. It features connected insulin pen caps that use integrated continuous glucose monitoring (iCGM) data and healthcare provider instructions.

In April 2023, Cipla has signed a perpetual license agreement with Switzerland-based Novartis Pharma AG to manufacture and market Galvus and Galvus combination brands which are used in the treatment of type 2 diabetes from January 1, 2026.

Types Covered:

- Norovirus
- Rotavirus
- Astrovirus
- Enteric Adenovirus
- Other Types

Diagnosis's Covered:

- Physical Examination
- Rapid Stool Test

Treatments Covered:

- Intravenous Fluids
- Antimotility Agents
- Electrolytes
- Antiemetic Drugs
- Antidiarrheal Drugs

Other Treatments

Drugs Covered:

Antibiotics

Antacids

Laxatives

Chemotherapy Drugs

Other Drugs

Dosages Covered:

Tablet

Injection

Other Dosages

Indications Covered:

Watery Diarrhea

Vomiting

Abdominal Pain and Cramps

Dizziness

Diarrhea

Nausea

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Vomiting

Headache

Chills

Loss of Appetite

Fever

Joint Stiffness

Sweating

Muscle Pain

Weight Loss

Other Indications

Route of Administrations Covered:

Oral

Intravenous

Others

Distribution Channels Covered:

Hospital Pharmacy

Retail Pharmacy

Online Pharmacy

End Users Covered:

- Diagnostic Centers
- Ambulatory Care Centers
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China

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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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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Contents

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10 GLOBAL VIRAL GASTROENTERITIS MARKET, BY INDICATION

10.1 Introduction
10.2 Watery Diarrhea
10.3 Vomiting
10.4 Abdominal Pain and Cramps
10.5 Dizziness
10.6 Diarrhea
10.7 Nausea
10.8 Vomiting
10.9 Headache
10.10 Chills
10.11 Loss of Appetite
10.12 Fever
10.13 Joint Stiffness
10.14 Sweating
10.15 Muscle Pain
10.16 Weight Loss
10.17 Other Indications

11 GLOBAL VIRAL GASTROENTERITIS MARKET, BY ROUTE OF ADMINISTRATION

11.1 Introduction
11.2 Oral
11.3 Intravenous
11.4 Others

12 GLOBAL VIRAL GASTROENTERITIS MARKET, BY DISTRIBUTION CHANNEL

12.1 Introduction
12.2 Hospital Pharmacy
12.3 Retail Pharmacy
12.4 Online Pharmacy

13 GLOBAL VIRAL GASTROENTERITIS MARKET, BY END USER

13.1 Introduction

14 GLOBAL VIRAL GASTROENTERITIS MARKET, BY GEOGRAPHY

15 KEY DEVELOPMENTS

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16 COMPANY PROFILING

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List Of Tables

LIST OF TABLES

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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