

Direct-acting Antiviral Drug Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (NS3/4A Protease, NS5A Protein, NS5B RNA-Dependent RNA polymerase), By Indication (Hepatitis C Virus, HIV Infection/ AIDS, Influenza, Prophylaxis), By Route (Intravenous, Oral, Subcutaneous, Topical), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Pharmacies), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/D2854E5539FDEN.html>

Date: May 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: D2854E5539FDEN

Abstracts

The Global Direct-acting Antiviral Drug Market is projected to expand significantly, growing from USD 11.91 Billion in 2025 to USD 23.71 Billion by 2031, demonstrating a robust CAGR of 12.16%. Direct-acting antiviral (DAA) drugs are specialized pharmaceutical agents engineered to target specific non-structural proteins within the viral replication cycle, effectively impeding viral multiplication and achieving high cure rates for infections such as Hepatitis C. This market's growth is primarily fueled by the increasing global prevalence of chronic viral diseases and the concerted efforts by international health organizations to meet disease elimination goals, which necessitates the widespread deployment of effective therapeutic solutions. For instance, the American Association for the Study of Liver Diseases estimated that approximately 50 million people worldwide were living with Hepatitis C in 2025, underscoring the substantial demand for these interventions. Despite this significant clinical demand, the market faces a considerable challenge due to the high cost of branded therapies, which restricts patient access, particularly in resource-constrained regions. This economic impediment often compels healthcare systems to impose stringent reimbursement criteria or ration care, thereby hindering the broader adoption of these treatments and

limiting the overall market potential in low- and middle-income countries, where the burden of these diseases is frequently highest.

Market Driver

The escalating global prevalence of Hepatitis C and HIV infections serves as a primary driving force for the Global Direct-acting Antiviral Drug Market, ensuring a continuous need for therapeutic interventions. As viral transmission rates persist, healthcare systems are increasingly obligated to acquire advanced antiviral regimens to manage the disease burden effectively and prevent the progression to chronic stages. This demand is directly correlated with the volume of new cases requiring immediate medical attention and sustained viral suppression. According to the 'Global HIV & AIDS Statistics — Fact Sheet' published by the Joint United Nations Programme on HIV/AIDS (UNAIDS) in July 2024, an estimated 1.3 million people globally were newly infected with HIV in 2024, indicating a steady influx of patients that stimulates market expansion as manufacturers scale production to meet the needs of this growing population, especially in regions prioritizing effective viral suppression. Further propelling market growth are robust clinical pipelines and ongoing R&D investments, which are leading to the development of long-acting and highly efficacious therapeutics. Pharmaceutical developers are actively pursuing next-generation direct-acting antivirals that offer superior clinical outcomes and reduced dosing frequencies, substantially improving patient adherence. A notable example of this innovation is recent clinical breakthroughs in HIV prevention; Gilead Sciences reported in September 2024 that its investigational twice-yearly injectable lenacapavir reduced HIV infections by 96% in the PURPOSE 2 trial compared to background incidence, demonstrating the transformative potential of new therapeutic classes. This emphasis on enhanced efficacy directly translates into strong commercial performance for key market players, as evidenced by Gilead Sciences' HIV product sales, which increased by 9% to reach \$5.1 billion in the third quarter of 2024, reflecting the effective conversion of clinical demand into revenue.

Market Challenge

The substantial cost of branded therapies represents a significant economic barrier that directly impedes the growth of the Global Direct-acting Antiviral Drug Market. In numerous regions, especially low- and middle-income countries where the disease burden is most concentrated, national healthcare budgets are often insufficient to support the premium pricing associated with these patented regimens. This financial pressure compels public health systems to implement strict rationing protocols, frequently restricting drug access to only patients with advanced liver damage while

deferring treatment for a larger infected population. Consequently, the market volume is artificially suppressed, hindering the conversion of high clinical prevalence into actual pharmaceutical sales. This affordability gap creates a significant disconnect between the availability of highly effective cures and their widespread adoption. When healthcare infrastructure cannot support broad procurement due to pricing that is prohibitive to local economies, the scalable growth of the market is stifled. Data from the World Hepatitis Alliance in 2024 indicated that only 15 percent of individuals diagnosed with Hepatitis C globally had received necessary treatment, underscoring the profound impact of these access barriers. Such restrictions ensure that a vast majority of the addressable market remains untapped, thereby preventing the industry from realizing its full revenue potential worldwide.

Market Trends

A prominent strategic trend involves the pursuit of functional cures for Hepatitis B, shifting the focus towards finite-duration therapies rather than lifelong viral suppression. This trend is stimulating the development of innovative antisense oligonucleotides engineered to clear viral surface antigens, thereby addressing a substantial unmet need within a therapeutic landscape predominantly characterized by maintenance drugs. Recent clinical advancements validate this trajectory; for instance, GSK announced in January 2026 that its investigational antisense oligonucleotide, bepirovirsen, achieved a statistically significant functional cure rate in pivotal trials, marking a considerable improvement over the approximately 1 percent cure rate historically observed with standard nucleoside analogue regimens. Additionally, the expansion into acute respiratory viral indications is establishing a robust secondary revenue stream, extending beyond chronic pathogens. Pharmaceutical developers are successfully commercializing oral direct-acting antivirals for endemic respiratory infections, ensuring sustained market activity even as the urgency of pandemics subsides. The financial resilience of this segment is demonstrated by strong performance; Pfizer's 'Pfizer Reports Solid Third-Quarter 2025 Results' press release in November 2025 highlighted that its oral antiviral, Paxlovid, generated \$1.23 billion in revenue during the third quarter of 2025 alone, confirming the economic significance of therapeutics for acute viral infections.

Key Market Players

Natco Pharma Ltd

Vertex Pharmaceuticals Inc

Dr Reddy's Laboratories Ltd

Johnson & Johnson

Merck & Co Inc

Gilead Sciences Inc

AbbVie Inc

Bristol-Myers Squibb Co

Report Scope

In this report, the Global Direct-acting Antiviral Drug Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Direct-acting Antiviral Drug Market, By Type

NS3/4A Protease

NS5A Protein

NS5B RNA-Dependent RNA polymerase

Direct-acting Antiviral Drug Market, By Indication

Hepatitis C Virus

HIV Infection/ AIDS

Influenza

Prophylaxis

Direct-acting Antiviral Drug Market, By Route

Intravenous

Oral

Subcutaneous

Topical

Direct-acting Antiviral Drug Market, By Distribution Channel

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

Direct-acting Antiviral Drug Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Direct-acting Antiviral Drug Market.

Available Customizations:

Global Direct-acting Antiviral Drug Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Direct-acting Antiviral Drug Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmente...

Company Information

Detailed analysis and profiling of additional market players (up to five).

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