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Influenza Drugs Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Drug Type (Ribavirin, Oseltamivir, Relenza, Peramivir, Influenza Vaccines), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Channel), By Region and Competition, 2020-2030F

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Abstracts

Global Influenza Drugs Market was valued at USD 954.92 Million in 2024 and is expected to reach USD 1392.22 Million in the forecast period with a CAGR of 6.46% through 2030. Influenza is a common viral infection that, if not carefully and rapidly treated, can be deadly. It affects the nose, throat, and lungs badly and is an infectious respiratory infection. The best way to prevent the flu, which is brought on by influenza viruses, is to be vaccinated annually. Runny nose, exhaustion, aches in the muscles, headaches, fever, and congestion are the most typical influenza symptoms. The key factors driving the market growth is increasing incidence and prevalence of influenza, rising healthcare expenditure worldwide, and increasing awareness and concern for public health that anticipated to support the market growth during forecast period.

Moreover, the increasing prevalence of influenza can have several implications that may contribute to the growth of the Influenza Drugs Market. As the number of influenza cases rises, there anticipated to be an increased demand for medications to alleviate symptoms and reduce the severity of the illness. This increased demand can drive pharmaceutical companies to develop and market new and more effective influenza drugs. According to a World Health Organisation study performed from January 24 to February 6, 2022, around 12,368 persons tested positive with influenza viruses. Of them, 8,423 (68.1%) were diagnosed with influenza A and 3,945 (31.9%) with influenza B. Furthermore, 171 (6.4%) were infected with influenza A (H1N1), whereas 2,483

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(93.6%) were infected with influenza A (H3N2). Additionally, rise in R&D investments for discovery of new drugs is anticipated to create the lucrative opportunity for the market during forecast period. However, the high cost of drug development, and side effects associated with antiviral therapy stifles market growth throughout the forecast period of 2023-2030.

Key Market Drivers

Animal Disease Outbreaks

Antiviral demand is a significant driver in the Influenza Drugs Market, underscoring the critical role of these medications in preventing and treating influenza. Influenza, commonly known as the flu, is a highly contagious respiratory illness caused by influenza viruses, posing a substantial public health threat. Antiviral drugs, such as oseltamivir (Tamiflu) and zanamivir (Relenza), are essential in influenza treatment, functioning by inhibiting viral replication within the body. When administered promptly after symptom onset, these medications can reduce the severity and duration of influenza symptoms.

Beyond symptom alleviation, antivirals play a crucial role in preventing severe complications, especially among high-risk populations like the elderly, young children, and individuals with underlying health conditions. These drugs can significantly lower the risk of hospitalization and death. For instance, during the 2023–2024 influenza season, the Centers for Disease Control and Prevention (CDC) estimated at least 29 million illnesses, 370,000 hospitalizations, and 16,000 deaths due to influenza in the United States. Early antiviral treatment has been shown to reduce the risk of severe outcomes, including death, in hospitalized patients.

In the event of an influenza pandemic, antiviral drugs become a frontline defense. Stockpiling these medications is a crucial component of pandemic preparedness strategies, as they help mitigate virus spread and reduce the burden on healthcare systems. The World Health Organization (WHO) emphasizes the importance of maintaining antiviral stockpiles for both prophylaxis and treatment during influenza pandemics.

The demand for antiviral drugs is global, as influenza is a ubiquitous and seasonally recurrent illness affecting populations worldwide. This consistent demand ensures a stable market for influenza antivirals. Pharmaceutical companies continue to invest in research and development to enhance the effectiveness of existing antiviral drugs and

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to develop new agents with improved properties, further driving market growth. Government health agencies often provide guidelines and recommendations for antiviral use during influenza outbreaks, contributing to increased demand and usage.

In conclusion, antiviral demand is a pivotal driver in the Influenza Drugs Market due to the essential role these medications play in treating influenza, preventing complications, and preparing for potential pandemics. The continued focus on antiviral development and their widespread use in healthcare systems worldwide ensure that this segment remains a cornerstone of influenza management and public health initiatives.

Key Market Challenges

Antiviral Resistance

Antiviral resistance presents a significant challenge for the Influenza Drugs Market. Influenza viruses have a remarkable ability to mutate rapidly, which can lead to the emergence of strains that are less susceptible to antiviral medications. This phenomenon, known as antiviral resistance, can compromise the effectiveness of commonly used drugs like oseltamivir (Tamiflu) and zanamivir (Relenza). Antiviral resistance can render these medications less effective in treating influenza, diminishing their role in managing the disease. Patients may experience prolonged illness and an increased risk of complications, undermining the value of antiviral treatment. The development and spread of antiviral-resistant strains raise public health concerns. These strains can potentially lead to more severe influenza outbreaks and increased hospitalizations, placing additional burdens on healthcare systems. Antiviral resistance can complicate pandemic preparedness efforts. Stockpiling antiviral drugs in preparation for a potential influenza pandemic may be less effective if the circulating strain becomes resistant, necessitating the development of alternative treatment strategies.

Addressing antiviral resistance requires ongoing research and development efforts to develop new antiviral agents that are effective against resistant strains. This can be resource-intensive for pharmaceutical companies. Continuous surveillance and monitoring of influenza strains are essential to detect and respond to antiviral resistance promptly. This requires coordinated efforts between healthcare agencies and research institutions. In conclusion, antiviral resistance poses a multifaceted challenge for the Influenza Drugs Market. It not only impacts the efficacy of current treatments but also necessitates ongoing research, surveillance, and preparedness to address emerging resistant strains. Mitigating this challenge is crucial to ensure that antiviral drugs remain

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effective tools in managing influenza and safeguarding public health.

Key Market Trends

Universal Influenza Vaccines

Universal influenza vaccines are emerging as a prominent trend in the Influenza Drugs Market, representing a transformative shift in the approach to influenza prevention and treatment. These vaccines are designed to provide broad and long-lasting protection against multiple strains of influenza viruses, transcending the need for annual vaccine updates that specifically target predicted strains. Several factors are driving the trend of universal influenza vaccines:

The influenza virus is notorious for its ability to mutate and generate new strains. Universal vaccines aim to overcome this challenge by targeting conserved regions of the virus that are less prone to mutation, providing immunity against a broader spectrum of influenza strains. Universal vaccines have the potential to greatly reduce the strain mismatch issue that often occurs with seasonal vaccines. By offering protection against a wider range of strains, they mitigate the impact of unexpected influenza outbreaks and improve overall vaccine efficacy. Universal vaccines can play a crucial role in pandemic preparedness. In the event of a novel influenza strain with pandemic potential, these vaccines offer a more comprehensive defense, as they are not dependent on accurate strain prediction.

The shift away from annual vaccinations to less frequent universal vaccines can improve vaccine compliance and convenience for individuals and healthcare systems, reducing the burden of annual vaccination campaigns. The development of universal influenza vaccines requires extensive research and collaboration among scientists and pharmaceutical companies. This trend fuels innovation in the field and stimulates investments in advanced vaccine technologies.

Key Market Players

FACCUSA Laboratories Inc

Lonza Group Ltd

Bristol-Myers Squibb Co

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Pfizer Inc.

GlaxoSmithKline plc

Novo Nordisk A/S

Sanofi S.A

Bayer AG

Banting Medical Inc

Cipla Limited

Report Scope:

In this report, the Global Influenza Drugs Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Influenza Drugs Market, By Drug Type:

Ribavirin

Oseltamivir

Relenza

Peramivir

Influenza Vaccines

Influenza Drugs Market, By Distribution Channel:

Hospital Pharmacies

Retail Pharmacies

Online Channel

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Influenza Drugs 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

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Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Influenza Drugs Market.

Available Customizations:

Global Influenza Drugs 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:

Company Information

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

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