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Measles, Mumps, Rubella Vaccine Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Monovalent, Trivalent (combined MMR), Tetravalent), By Targeted Population (Infants and children (9 months to 12), Adults), By Distribution Channel (Hospitals and Healthcare Institutions, Vaccine Centers and Public Health Clinics, Pediatric and Private Healthcare Clinics), By Region & Competition, 2021-2031F

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Abstracts

The Global Measles, Mumps, Rubella (MMR) Vaccine Market is projected to expand significantly, rising from USD 2.19 Billion in 2025 to USD 3.65 Billion by 2031, demonstrating an 8.89% Compound Annual Growth Rate. This market growth is propelled by several key factors: the strict implementation of national immunization schedules by government bodies, the ongoing threat of viral outbreaks demanding robust preventive measures, and consistent financial support from international health alliances for additional immunization activities in vulnerable regions, which ensures a steady demand and procurement volumes for vaccine manufacturers.
Despite this projected growth, the market faces considerable obstacles, primarily vaccine hesitancy and logistical challenges that impede the achievement of universal coverage targets. These issues lead to critical immunity gaps, posing risks to public health and limiting the overall market reach. For instance, the World Health Organization reported that in 2025, global immunization coverage for the first dose of the measles vaccine was 84% for the preceding year, leaving more than 20 million children susceptible to the disease. This shortfall highlights the persistent difficulties stakeholders encounter in overcoming accessibility problems to maximize market

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penetration.

Market Driver

The increasing global incidence of measles and mumps outbreaks is a primary driver fueling market expansion, compelling public health agencies to accelerate emergency procurement and strengthen routine immunization protocols. Recent disruptions to healthcare systems have created significant immunity gaps, leading to a sharp resurgence in infection rates that necessitate immediate, large-scale vaccination campaigns to prevent widespread morbidity. The World Health Organization reported in November 2024 that global measles cases surged to an estimated 10.3 million in 2023, marking a 20% increase from the previous year, an epidemiological escalation that directly translates into higher volume orders for manufacturers as governments work to contain the spread and re-establish herd immunity.
Additionally, strategic funding and support from global health organizations serve as a crucial second driver, effectively underwriting market demand in low- and middle-income regions where vaccine affordability remains a significant barrier. Alliances such as Gavi and UNICEF bridge this financial divide by securing long-term contracts and subsidizing mass vaccination campaigns, thereby providing manufacturers with predictable revenue streams despite local economic volatility. According to a May 2024 announcement from Gavi, the Vaccine Alliance actively supported catch-up and follow-up campaigns targeting up to 100 million children with measles and rubella vaccines throughout 2024, demonstrating how this sustained institutional backing substantially boosts the commercial performance of key market players, exemplified by Merck & Co., Inc.'s global sales of US$ 2.485 billion for its combined ProQuad, M-M-R II, and Varivax portfolio in fiscal year 2024.

Market Challenge

Vaccine hesitancy and persistent logistical barriers represent a formidable constraint on the growth of the Global Measles, Mumps, and Rubella Vaccine Market, directly hindering its expansion by preventing manufacturers and healthcare providers from reaching the entire target population. Logistical complexities, particularly in remote or conflict-affected areas, disrupt the cold chain and delivery systems essential for these biological products, leading to inventory wastage and missed immunization opportunities. Concurrently, skepticism regarding vaccine safety significantly reduces voluntary uptake in both developed and developing nations, thereby effectively shrinking the consumer base regardless of supply availability.
These impediments consequently perpetuate immunity gaps that undermine global

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elimination goals, keeping the market in a reactive state rather than achieving the stability of universal coverage. This failure to adequately penetrate critical market segments is clearly evidenced by the resurgence of the disease in areas previously considered safe. The World Health Organization reported that in 2024, 59 countries experienced large or disruptive measles outbreaks, a figure nearly triple that of 2021, statistically indicating that despite manufacturing capabilities, the market's growth potential is physically and socially restricted by the inability to deliver doses to the final mile and the refusal of end-users to accept them.

Market Trends

The advancement in thermostable vaccine technologies is progressively shaping the market by effectively addressing critical logistical challenges associated with cold-chain maintenance, especially in low-resource settings. Innovations like high-density microarray patches (HD-MAPs) are being developed to maintain stability without traditional refrigeration, which significantly reduces inventory wastage and streamlines distribution to remote areas. This technological evolution not only enhances supply chain resilience but also supports potential for self-administration, thereby expanding vaccine accessibility beyond conventional clinical environments, as demonstrated by Vaxxas securing approximately A$90 million in August 2025 to commercialize its proprietary patch platform designed to minimize temperature control requirements. Concurrently, there is an increasing emphasis on adult and traveler catch-up programs, as public health authorities strive to close immunity gaps in older populations resulting from missed childhood doses or waning protection. Unlike standard pediatric schedules, these initiatives specifically target adolescents and adults to prevent outbreaks in high-density environments such as universities and workplaces, effectively cultivating a secondary growth segment for manufacturers. This strategic shift toward older demographics is crucial for sustaining herd immunity thresholds, particularly in the wake of post-pandemic immunization disruptions, with the Centers for Disease Control and Prevention reporting in August 2025 that coverage with at least two doses of the MMR vaccine increased by 1.3 percentage points among adolescents aged 13–17 years in the U.S. compared to the previous year.

Key Market Players

Merck & Co., Inc.

GlaxoSmithKline plc

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Pfizer Inc.

Novartis AG

Serum Institute of India Pvt. Ltd.

Panacea Biotec Ltd.

Takeda Pharmaceutical Company Limited

Sinovac Biotech Ltd.

Biological E. Limited

Emergent BioSolutions Inc.

Report Scope

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

Measles, Mumps, Rubella Vaccine Market, By Type

Monovalent

Trivalent (combined MMR)

Tetravalent

Measles, Mumps, Rubella Vaccine Market, By Targeted Population

Infants and children (9 months to 12)

Adults

Measles, Mumps, Rubella Vaccine Market, By Distribution Channel

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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 Measles, Mumps, Rubella Vaccine Market.

Available Customizations:

Global Measles, Mumps, Rubella Vaccine 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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