

# **Europe Pharmaceutical Contract Sales Organizations Market Forecast to 2030 - Regional Analysis - by Services (Commercial Services and Non-Commercial Services), Modules (Syndicated Modules and Dedicated Modules), Therapeutic Area (Cardiovascular Disorders, Oncology, Metabolic Disorders, Neurology, Orthopedic Diseases, Infectious Diseases, and Others), and End User (Biopharmaceutical Companies and Pharmaceutical Companies)**

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## **Abstracts**

The Europe pharmaceutical contract sales organizations market is expected to grow from US\$ 1,908.90 million in 2022 to US\$ 3,474.97 million by 2030. It is estimated to record a CAGR of 7.8% from 2022 to 2030.

**Growing Interest of Pharmaceutical Companies to Increase Sales of Products Drives Europe Pharmaceutical Contract Sales Organizations Market**

In recent years, pharmaceutical companies are increasingly adopting innovative strategies to augment the sales of their products. One notable trend within this landscape is the heightened reliance on pharmaceutical contract sales organizations (CSOs) as a pivotal component of their commercialization endeavors. This underscores a proactive approach by pharmaceutical entities to navigate the complexities of the market. By engaging CSOs, these companies can tap into specialized sales forces, capitalizing on external proficiency to enhance market penetration and optimize sales

performance. This collaborative paradigm enables pharmaceutical firms to streamline their operations and concentrate on core competencies such as research and development while concurrently leveraging the tailored expertise of CSOs to bolster their products' market presence. The growing synergy between pharmaceutical companies and CSOs reflects a nuanced understanding of resource optimization, illustrating a commitment to adaptability and a keen awareness of the evolving dynamics within the fiercely competitive pharmaceutical landscape. This symbiotic relationship facilitates revenue maximization and positions pharmaceutical enterprises strategically in an environment where agility and targeted market strategies are paramount for sustained success.

## Europe Pharmaceutical Contract Sales Organizations Market Overview

The European pharmaceutical contract sales organizations market is segmented into Germany, the UK, France, Italy, Spain, and the Rest of Europe. The demand for pharmaceutical products is growing significantly in this region with the burgeoning prevalence of chronic diseases, the rising geriatric population, and increasing demand for new drug molecules for various therapeutic applications to fulfill unmet needs. Nearly 550 pharmaceutical companies have operations in Germany. Contract sales organizations (CSOs) in this country provide their services to large pharmaceutical companies and small-scale biotech companies, assisting them in attaining leading positions in the European market. As per data by Germany Trade & Invest, pharmaceutical sales in Germany increased by 6.7% in 2020 compared to 2019, reaching US\$ 60.79 billion (EUR 49.5 billion). The landscape of the pharmaceutical industry in Germany and other European countries has recently undergone significant changes due to the development of biological medications. As a result, biologics have taken up a sizeable portion of pharmaceutical businesses due to their strong therapeutic potential. Large corporations are now concentrating on creating complex biological compounds rather than developing small-molecule drugs.

In March 2021, IQVIA worked with Janssen Research & Development, LLC, one of the Janssen Pharmaceutical Companies, which is a subsidiary of Johnson & Johnson, on the Phase 3 clinical trials of Janssen's COVID-19 vaccine. Combining telehealth technologies, virtual oversight, and digital patient interaction tactics, the trials leveraged IQVIA's array of decentralized trial solutions, which were supported by on-site and remote studies. IQVIA has the world's largest commercial solutions organization dedicated to launching and marketing various clients' products, and the company has presence in various European countries.

## Europe Pharmaceutical Contract Sales Organizations Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Pharmaceutical Contract Sales Organizations Market Segmentation

The Europe pharmaceutical contract sales organizations market is segmented into services, modules, therapeutic area, end user, and country.

Based on services, the Europe pharmaceutical contract sales organizations market is bifurcated into commercial services and non-commercial services. The commercial services segment held a larger share of the Europe pharmaceutical contract sales organizations market in 2022.

Based on modules, the Europe pharmaceutical contract sales organizations market is bifurcated into syndicated modules and dedicated modules. The syndicated modules segment held a larger share of the Europe pharmaceutical contract sales organizations market in 2022.

Based on therapeutic area, the Europe pharmaceutical contract sales organizations market is segmented into cardiovascular disorders, oncology, metabolic disorders, neurology, orthopedic diseases, infectious diseases, and others. The oncology segment held the largest share of the Europe pharmaceutical contract sales organizations market in 2022.

Based on end user, the Europe pharmaceutical contract sales organizations market is bifurcated into biopharmaceutical companies and pharmaceutical companies. The pharmaceutical companies segment held a larger share of the Europe pharmaceutical contract sales organizations market in 2022.

Based on country, the Europe pharmaceutical contract sales organizations market is segmented into the UK, Germany, France, Spain, Italy, and the Rest of Europe. Germany dominated the Europe pharmaceutical contract sales organizations market in 2022.

Aenova Holding GmbH, IQVIA Holdings Inc, MaBico SA, Pfizer Inc, and Syneos Health Inc are some of the leading companies operating in the Europe pharmaceutical contract sales organizations market.

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