

North America 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 North America pharmaceutical contract sales organizations market is expected to grow from US\$ 3,987.29 million in 2022 to US\$ 7,614.12 million by 2030. It is estimated to record a CAGR of 8.4% from 2022 to 2030.

Increasing Integration of Digital Technologies Drives North America Pharmaceutical Contract Sales Organizations Market

The increased deployment of digital technologies fuels a transformational surge in the pharmaceutical contract sales organization (CSO) market. This fundamental change highlights the need for a tactical response to the dynamically changing pharmaceutical market. An essential component of streamlining sales operations, increasing productivity, and navigating the complexities of a healthcare environment that is becoming increasingly digitized is integrating digital tools and technologies into CSOs. With advanced customer relationship management tools, artificial intelligence, and data

analytics, CSOs can gain valuable insights, customize their sales strategies, and establish deeper relationships with healthcare professionals. In addition to speeding up information transmission, the seamless integration of digital platforms allows for real-time adaptability to market trends and legislative changes. This technological change in the pharmaceutical CSO landscape represents more than just a fad; it represents a fundamental redefining of how sales tactics are developed and implemented. The adoption of digital technologies places CSOs at the forefront of innovation. It promotes a more responsive environment that aligns with the larger digital transformation sweeping the healthcare sector. The market is positioned for sustained growth as pharmaceutical CSOs continue to use the power of digitalization, propelled by a convergence of technological expertise, strategic agility, and a clear awareness of the contemporary demands of the pharmaceutical ecosystem.

North America Pharmaceutical Contract Sales Organizations Market Overview

The pharmaceutical contract sales organizations market in North America is segmented into the US, Canada, and Mexico. In 2022, the US held the largest market share in this region and is expected to continue its dominance during the forecast period. The pharmaceutical contract sales organizations market in North America is expected to grow due to the adoption of new technologies by contract sales organizations, the surging emphasis of pharmaceutical companies in boosting the sales of small-molecule and biopharmaceutical drugs, and an increase in focus on cutting down the costs incurred by in-house sales operations are the major factors driving the growth of the pharmaceutical contract sales organizations market in North America. The number of launches of new medicine has spiked over time. According to a report by IQVIA on R&D trends, 84 new active compounds were introduced globally in 2021, twice as many as introduced in the previous 5 years. The demand for contract sales services is anticipated to rise with the increase in drug releases internationally. North America accounts for the largest share of the pharmaceutical contract sales organization market. Key players such as EPS Corp.; IQVIA, Inc.; and Axxelus fuel the market in this region.

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

North America Pharmaceutical Contract Sales Organizations Market Segmentation

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

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

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

Based on therapeutic area, the North America 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 North America pharmaceutical contract sales organizations market in 2022.

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

Based on country, the North America pharmaceutical contract sales organizations market is segmented into the US, Canada, and Mexico. The US dominated the North America pharmaceutical contract sales organizations market in 2022.

Aenova Holding GmbH, Axxelus Inc, CMIC Holdings Co Ltd, IQVIA Holdings Inc, Peak Pharma Solutions Inc, Pfizer Inc, Promoveo Health LLC, QFR Solutions LLC, Sales Focus Inc, and Syneos Health Inc are some of the leading companies operating in the North America pharmaceutical contract sales organizations market.

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