

North America Vaccines Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Vaccines Market is projected to grow significantly, reaching approximately US\$ 50,877.2 million by 2031, up from US\$ 34,058.6 million in 2024, with an estimated compound annual growth rate (CAGR) of 5.9% from 2025 to 2031.

Executive Summary and Market Analysis

In 2024, the United States was the dominant player in the North American vaccines market, holding the largest market share compared to Canada and Mexico. This trend is expected to persist, driven by the rising incidence of infectious diseases in the U.S. The growing demand for effective immunization has led to the expansion of mass immunization initiatives aimed at controlling diseases and preventing outbreaks. These initiatives not only enhance public health coverage but also attract significant investments in vaccine research, development, and manufacturing. The U.S. government and healthcare organizations are actively working on policies and partnerships to boost vaccine manufacturing capabilities, ensuring a robust response to public health challenges. Additionally, advancements in biotechnology and increased research funding are fostering innovation in vaccine development, further propelling market growth. Overall, the U.S. is a key growth driver in the North American vaccine market.

Strategic Insights

Market Segmentation Analysis

By Type: The market is categorized into Conjugated Vaccines, Inactivated Vaccines, Live Vaccines, Recombinant Vaccines, and Toxoid Vaccines, with

Conjugated Vaccines leading in market share in 2024.

By Indication: Segmented into HPV, PCV, DTP, Hepatitis, Influenza, Dengue, and others, with HPV holding the largest share in 2024.

By Route of Administration: Divided into Injection, Oral, and Other, where the Injection segment dominated in 2024.

By Age Group: The market is segmented into Pediatric and Adult, with the Pediatric segment having the largest share in 2024.

Market Outlook

The World Health Organization (WHO) has identified over 30 priority pathogens that pose a risk for global public health emergencies, including influenza A, dengue, and monkeypox viruses. There has been a notable increase in infectious disease outbreaks globally, with many originating from animal sources or transmitted by vectors. For instance, as of May 11, 2025, the global test positivity rate for SARS-CoV-2 was 11%, reflecting a rise from earlier in the year.

In April 2024, the WHO reported over 7.6 million dengue cases worldwide, with the Americas experiencing a significant surge in cases, exceeding 7 million by the end of April 2024. Additionally, a global mpox outbreak from 2022 to 2023 resulted in 87,000 cases and 140 deaths, prompting the WHO to declare it a Public Health Emergency of International Concern (PHEIC).

In 2022, approximately 254 million people were living with hepatitis B and 50 million with hepatitis C, highlighting the need for vaccination strategies to prevent these diseases. The WHO aims to reduce new hepatitis infections by 90% and deaths by 65% by 2030, emphasizing the importance of vaccination.

The demand for vaccines surges during outbreaks of contagious diseases, as seen during the COVID-19 pandemic, which created unprecedented global demand for vaccines. The WHO estimates that immunization efforts have saved around 154 million lives over the past 50 years, with measles vaccination significantly reducing infant mortality.

Country Insights

The North America Vaccines Market is segmented by country into the United States, Canada, and Mexico, with the U.S. holding the largest market share in 2024. The CDC reported an increase in measles outbreaks from 16 in 2024 to 23 in 2025, prompting renewed vaccination efforts. As of June 2025, 81% of the U.S. population had received at least one dose of a COVID-19 vaccine, with 70% fully vaccinated, highlighting the ongoing need for vaccination against various diseases.

Company Profiles

Key players in the North America Vaccines Market include Abbott Laboratories, GSK Plc, Pfizer Inc., Merck & Co. Inc., Novartis AG, Sanofi SA, CSL Ltd, Serum Institute of India Pvt Ltd, BioNTech SE, and Sinovac Biotech Ltd. These companies are pursuing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products.

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