

Branded Generics Market Size, Trends, Analysis, and Outlook By Drug Class (Alkylating Agents, Antimetabolites, Hormones, Anti-Hypertensive, Lipid Lowering Drugs, Anti-Depressants, Anti-Psychotics, Anti-Epileptics, Others), By Application (Oncology, Cardiovascular Diseases, Neurological Diseases, Gastrointestinal Diseases, Dermatological Diseases, Acute and Chronic Pain, Others), By Route of Administration (Topical, Oral, Parenteral, Others), By Distribution Channel (Hospital Pharmacy, Retail Pharmacy, Online Pharmacy), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Branded Generics market size is poised to register 6.36% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Branded Generics market across By Drug Class (Alkylating Agents, Antimetabolites, Hormones, Anti-Hypertensive, Lipid Lowering Drugs, Anti-Depressants, Anti-Psychotics, Anti-Epileptics, Others), By Application (Oncology, Cardiovascular Diseases, Neurological Diseases, Gastrointestinal Diseases, Dermatological Diseases, Acute and Chronic Pain, Others), By Route of Administration (Topical, Oral, Parenteral, Others), By Distribution Channel (Hospital Pharmacy, Retail Pharmacy, Online Pharmacy).

The Branded Generics Market is witnessing significant growth and market expansion

driven by the increasing demand for affordable, high-quality pharmaceutical products, the expiration of patent protection for branded drugs, and the emergence of generic drug manufacturers offering branded generic formulations with differentiated attributes, such as enhanced drug delivery systems, novel dosage forms, and therapeutic innovations, to gain market share and compete with originator brands in diverse therapeutic categories. Branded generics are pharmaceutical products that contain the same active ingredients as originator branded drugs but are marketed under a different brand name and may incorporate additional features, such as brand recognition, patient-friendly packaging, and value-added services, to distinguish themselves from traditional generic medications and command premium pricing in competitive markets. Key trends include the proliferation of branded generic portfolios, strategic alliances, and licensing agreements between multinational pharmaceutical companies and generic drug manufacturers to leverage complementary strengths, optimize supply chain efficiency, and expand market reach in emerging markets, including Asia-Pacific, Latin America, and Africa. Additionally, there is a growing emphasis on regulatory compliance, quality assurance, and pharmacovigilance standards to ensure the safety, efficacy, and bioequivalence of branded generic products compared to originator brands and generic equivalents, as well as a growing focus on patient education, healthcare provider engagement, and market access initiatives to promote rational drug use, generic substitution, and medication adherence in diverse patient populations and healthcare systems. Moreover, collaborative partnerships between branded generic manufacturers, healthcare payers, and regulatory authorities are essential for promoting competition, driving innovation, and improving access to affordable medicines, fostering sustainable healthcare systems and equitable healthcare access for patients worldwide.

Branded Generics Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Branded Generics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Branded Generics survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Branded Generics industry.

Key market trends defining the global Branded Generics demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic

and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Branded Generics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Branded Generics industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Branded Generics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Branded Generics industry

Leading Branded Generics companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Branded Generics companies.

Branded Generics Market Study- Strategic Analysis Review

The Branded Generics market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario

analysis. Explore potential market disruptions, technology advancements, and economic changes.

Branded Generics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Branded Generics industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Branded Generics Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Branded Generics Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Branded Generics market segments. Similarly, Strong end-user demand is encouraging Canadian Branded Generics companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Branded Generics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Branded Generics Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Branded Generics industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in

identifying and leveraging new growth prospects positions the European Branded Generics market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Branded Generics Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Branded Generics in Asia Pacific. In particular, China, India, and South East Asian Branded Generics markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Branded Generics Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Branded Generics Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Branded Generics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Branded Generics.

Branded Generics Market Company Profiles

The global Branded Generics market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Apotex Inc, Dr. Reddy's Laboratories Ltd, Endo International plc, GlaxoSmithKline plc, Lupin, Pfizer Inc, Sanofi, Sun Pharmaceutical Industries Ltd, Teva Pharmaceutical Industries Ltd, Viatris Inc

Recent Branded Generics Market Developments

The global Branded Generics market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Branded Generics Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Drug Class

Alkylating Agents

Antimetabolites

Hormones

Anti-Hypertensive

Lipid Lowering Drugs

Anti-Depressants

Anti-Psychotics

Anti-Epileptics

Others

By Application

Oncology

Cardiovascular Diseases

Neurological Diseases

Gastrointestinal Diseases

Dermatological Diseases

Acute and Chronic Pain

Others

By Route of Administration

Branded Generics Market Size, Trends, Analysis, and Outlook By Drug Class (Alkylating Agents, Antimetabolites,...

Topical

Oral

Parenteral

Others

By Distribution Channel

Hospital Pharmacy

Retail Pharmacy

Online Pharmacy

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Apotex Inc

Dr. Reddy's Laboratories Ltd

Endo International plc

GlaxoSmithKline plc

Lupin

Pfizer Inc

Sanofi

Sun Pharmaceutical Industries Ltd

Teva Pharmaceutical Industries Ltd

Viartis Inc

Formats Available: Excel, PDF, and PPT

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Dr. Reddy's Laboratories Ltd

Endo International plc

GlaxoSmithKline plc

Lupin

Pfizer Inc

Sanofi

Sun Pharmaceutical Industries Ltd

Teva Pharmaceutical Industries Ltd

Viartis Inc

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