

Influenza Medications Market Size, Trends, Analysis, and Outlook By Type (Antiviral Drugs, Antihistamines, Vaccines, Others), By Distribution Channel (Hospital Pharmacy, Independent Pharmacy and Drug Store, Online Pharmacy), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Influenza Medications market size is poised to register 5.2% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Influenza Medications market across By Type (Antiviral Drugs, Antihistamines, Vaccines, Others), By Distribution Channel (Hospital Pharmacy, Independent Pharmacy and Drug Store, Online Pharmacy).

The Influenza Medications market is experiencing steady growth due to the seasonal nature of influenza outbreaks, increasing incidence of influenza-related complications, and the development of novel antiviral drugs. Influenza, commonly known as the flu, is a contagious respiratory illness caused by influenza viruses, with symptoms ranging from mild to severe and potentially life-threatening complications. Factors such as the unpredictability of influenza strains, the emergence of drug-resistant viruses, and the need for effective treatment options are driving the demand for influenza medications. Additionally, advancements in antiviral drug development, the discovery of new drug targets, and the repurposing of existing medications for influenza treatment are shaping the landscape of influenza therapeutics. Moreover, the growing emphasis on early antiviral treatment, the expansion of vaccination programs, and the implementation of public health measures to prevent and control influenza outbreaks are driving market growth. Furthermore, efforts to develop broad-spectrum antiviral drugs, improve drug delivery systems, and enhance patient access to influenza medications are expected to

further accelerate market expansion in the foreseeable future.

Influenza Medications 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 Influenza Medications market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Influenza Medications 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 Influenza Medications industry.

Key market trends defining the global Influenza Medications 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.

Influenza Medications Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Influenza Medications 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 Influenza Medications companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Influenza Medications industry

Leading Influenza Medications 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 Influenza Medications companies.

Influenza Medications Market Study- Strategic Analysis Review

The Influenza Medications 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.

Influenza Medications Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Influenza Medications 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.

Influenza Medications 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 Influenza Medications 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 Influenza Medications market segments. Similarly, Strong end-user demand is encouraging Canadian Influenza Medications companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Influenza Medications market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Influenza Medications Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Influenza Medications 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 Influenza Medications 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 Influenza Medications 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 Influenza Medications in Asia Pacific. In particular, China, India, and South East Asian Influenza Medications 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 Influenza Medications 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 Influenza Medications 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 Influenza Medications market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Influenza Medications.

Influenza Medications Market Company Profiles

The global Influenza Medications 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 Biondvax, Daiichi Sankyo Company, F. Hoffmann-La Roche Ltd, GlaxoSmithKline, Genentech USA Inc, NATCO Pharma Ltd, Novartis AG, Sanofi, Seqirus

Recent Influenza Medications Market Developments

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

Influenza Medications 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 Type

Antiviral Drugs

Antihistamines

Vaccines

Others

By Distribution Channel

Hospital Pharmacy

Independent Pharmacy and Drug Store

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

Biondvax

Daiichi Sankyo Company

F. Hoffmann-La Roche Ltd

GlaxoSmithKline

Genentech USA Inc

NATCO Pharma Ltd

Novartis AG

Sanofi

Seqirus

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Influenza Medications Market Overview and Key Findings, 2024
- 1.2 Influenza Medications Market Size and Growth Outlook, 2021- 2030
- 1.3 Influenza Medications Market Growth Opportunities to 2030
- 1.4 Key Influenza Medications Market Trends and Challenges
 - 1.4.1 Influenza Medications Market Drivers and Trends
 - 1.4.2 Influenza Medications Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Influenza Medications Companies

2. INFLUENZA MEDICATIONS MARKET SIZE OUTLOOK TO 2030

- 2.1 Influenza Medications Market Size Outlook, USD Million, 2021- 2030
- 2.2 Influenza Medications Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. INFLUENZA MEDICATIONS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. INFLUENZA MEDICATIONS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Type
 - Antiviral Drugs
 - Antihistamines

Vaccines

Others

By Distribution Channel

Hospital Pharmacy

Independent Pharmacy and Drug Store

Online Pharmacy

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Influenza Medications Market, 2025

5.2 Asia Pacific Influenza Medications Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Influenza Medications Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Influenza Medications Market, 2025

5.5 Europe Influenza Medications Market Size Outlook by Type, 2021- 2030

5.6 Europe Influenza Medications Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Influenza Medications Market, 2025

5.8 North America Influenza Medications Market Size Outlook by Type, 2021- 2030

5.9 North America Influenza Medications Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Influenza Medications Market, 2025

5.11 South America Pacific Influenza Medications Market Size Outlook by Type, 2021- 2030

5.12 South America Influenza Medications Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Influenza Medications Market, 2025

5.14 Middle East Africa Influenza Medications Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Influenza Medications Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US Influenza Medications Market Size Outlook and Revenue Growth Forecasts

6.2 US Influenza Medications Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Influenza Medications Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Influenza Medications Industry Drivers and Opportunities

- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Influenza Medications Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Influenza Medications Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Influenza Medications Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Influenza Medications Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Influenza Medications Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Influenza Medications Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Influenza Medications Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Influenza Medications Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Influenza Medications Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Influenza Medications Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Influenza Medications Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Influenza Medications Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Influenza Medications Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Influenza Medications Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Influenza Medications Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Influenza Medications Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Influenza Medications Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Influenza Medications Industry Drivers and Opportunities

7. INFLUENZA MEDICATIONS MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. INFLUENZA MEDICATIONS COMPANY PROFILES

- 8.1 Profiles of Leading Influenza Medications Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

Biondvax

Daiichi Sankyo Company

F. Hoffmann-La Roche Ltd

GlaxoSmithKline

Genentech USA Inc

NATCO Pharma Ltd

Novartis AG

Sanofi

Seqirus

9. APPENDIX

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

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