

Post-marketing Pharmacovigilance and Medical Information Market Size, Share and Growth Outlook 2026: By Service, By Operational Type, By Form, By End User, Companies to 2034

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Abstracts

The global Post-marketing Pharmacovigilance and Medical Information Market size is forecast to increase from \$6.54 Billion in 2026 to \$9.98 Billion in 2034 at a CAGR of 5.43% between 2026 and 2034.

The Post-marketing Pharmacovigilance and Medical Information market report provides detailed analysis and outlook of Post-marketing Pharmacovigilance and Medical Information segments including By Service (Spontaneous Reporting Services, Intensified ADR (Adverse Drug Reaction) Reporting Services, Targeted Spontaneous Reporting Services, Cohort Event Monitoring (CEM) Services, EHR (Electronic Health Record) Mining Services), By Operational Type (In-house Pharmacovigilance Departments, Outsourced Service Providers), By Form (Online Publications and Digital Platforms, Books, Journals and Physical Repositories), By End User (Hospitals and Healthcare Facilities, Research Organizations and Academic Institutions, Pharmaceutical and Biotechnology Companies, Medical Device Manufacturers) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Post-marketing Pharmacovigilance and Medical Information Industry Overview

Artificial Intelligence and Real-World Evidence Integration Are Reshaping Post-Marketing Drug Safety Surveillance

The post-marketing pharmacovigilance and medical information industry is undergoing significant digital transformation as pharmaceutical manufacturers, biotechnology companies, and regulatory agencies increasingly rely on real-world evidence, advanced analytics, and artificial intelligence to strengthen drug safety monitoring. The growing complexity of global regulatory requirements, increasing adverse event reporting volumes, and expanding post-authorization safety obligations are accelerating demand for integrated pharmacovigilance platforms capable of supporting continuous safety surveillance throughout the commercial lifecycle of pharmaceutical products. Organizations are prioritizing cloud-based infrastructures, automated case processing, observational research platforms, and advanced signal detection systems to improve operational efficiency while maintaining compliance with evolving international pharmacovigilance regulations and post-marketing surveillance standards.

Automation and Artificial Intelligence Are Transforming Pharmacovigilance Operations

Artificial intelligence technologies are increasingly becoming foundational components of modern pharmacovigilance workflows, enabling organizations to reduce manual workloads while improving the speed and accuracy of safety assessments. The industry is rapidly adopting natural language processing, computational linguistics, automated triage systems, and machine learning algorithms to optimize adverse event management processes. Reflecting this trend, ArisGlobal expanded its LifeSphere Safety platform through the integration of advanced computational linguistics capabilities that automate Individual Case Safety Report processing using natural language generation algorithms trained on historical clinical case datasets. The platform additionally incorporates artificial intelligence-based duplicate detection and automated case prioritization functions, helping pharmacovigilance teams manage sudden increases in adverse event reporting volumes. Similarly, Oracle Corporation strengthened its position in pharmacovigilance technology through enhancements to its Oracle Argus safety ecosystem, integrating native artificial intelligence capabilities for automated case intake validation and multidimensional pattern recognition to improve detection of emerging safety signals from unstructured clinical narratives.

Real-World Evidence Platforms Are Expanding the Scope of Post-Marketing Safety Assessment

The increasing use of real-world evidence and observational data is fundamentally reshaping post-marketing safety surveillance strategies across the pharmaceutical industry. Drug manufacturers are investing in centralized data infrastructures capable of

aggregating diverse clinical, observational, and commercial datasets to support post-authorization safety studies and long-term safety monitoring. Supporting this market transition, Thermo Fisher Scientific introduced CorEvidence, a proprietary cloud-based data lake platform specifically designed for post-marketing surveillance and late-stage observational research. The platform centralizes real-world evidence and multisource clinical data to facilitate automated adverse event detection, improve post-authorization safety study execution, and strengthen regulatory compliance throughout commercial drug distribution. These developments underscore the industry's broader shift toward predictive, data-driven pharmacovigilance models that combine real-world evidence generation, artificial intelligence, and automated safety analytics to enhance patient safety monitoring globally.

Post-marketing Pharmacovigilance and Medical Information Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Post-marketing Pharmacovigilance and Medical Information market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Cognizant Technology Solutions, Laboratory Corporation of America Holdings (Labcorp), Icon plc, Syneos Health, Inc., Parexel International Corporation, Charles River Laboratories International, Inc., Wipro Limited, Capgemini SE, ArisGlobal LLC. The Post-marketing Pharmacovigilance and Medical Information market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Post-marketing Pharmacovigilance and Medical Information industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

Growth Post-marketing Pharmacovigilance and Medical Information Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

Market Trends, Drivers, Potential Opportunities, and Challenges faced by Post-marketing Pharmacovigilance and Medical Information companies

Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

Detailed SWOT Analysis of global and regional Post-marketing Pharmacovigilance and Medical Information markets

Competitive analysis including business description, product analysis, and financial profiles

Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Post-marketing Pharmacovigilance and Medical Information Market Competitive Benchmarking and Company Analysis

Leading companies in Post-marketing Pharmacovigilance and Medical Information industry include- Cognizant Technology Solutions, Laboratory Corporation of America Holdings (Labcorp), Icon plc, Syneos Health, Inc., Parexel International Corporation, Charles River Laboratories International, Inc., Wipro Limited, Capgemini SE, ArisGlobal LLC. The Post-marketing Pharmacovigilance and Medical Information market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Post-marketing Pharmacovigilance and Medical Information Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With

an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Post-marketing Pharmacovigilance and Medical Information market remains one of the strongest-performing segments in the country.

The US Post-marketing Pharmacovigilance and Medical Information Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Post-marketing Pharmacovigilance and Medical Information market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Post-marketing Pharmacovigilance and Medical Information industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian Post-marketing Pharmacovigilance and Medical Information markets

Canada's strong Post-marketing Pharmacovigilance and Medical Information sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Post-marketing Pharmacovigilance and Medical Information market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Post-marketing Pharmacovigilance and Medical Information Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Post-marketing Pharmacovigilance and Medical Information market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient

record (ePA), and large-volume of Post-marketing Pharmacovigilance and Medical Information population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Post-marketing Pharmacovigilance and Medical Information industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Post-marketing Pharmacovigilance and Medical Information market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Post-marketing Pharmacovigilance and Medical Information sales through 2034

France Post-marketing Pharmacovigilance and Medical Information companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Post-marketing Pharmacovigilance and Medical Information Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Post-marketing Pharmacovigilance and Medical Information distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total

healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Post-marketing Pharmacovigilance and Medical Information Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Post-marketing Pharmacovigilance and Medical Information market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Post-marketing Pharmacovigilance and Medical Information industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Post-marketing Pharmacovigilance and Medical Information industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Post-marketing Pharmacovigilance and Medical Information Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Post-marketing Pharmacovigilance and Medical Information market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics,

and critical care devices.

Brazil Post-marketing Pharmacovigilance and Medical Information market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Post-marketing Pharmacovigilance and Medical Information Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Post-marketing Pharmacovigilance and Medical Information Market Segmentation

By Service

Spontaneous Reporting Services

Intensified ADR (Adverse Drug Reaction) Reporting Services

Targeted Spontaneous Reporting Services

Cohort Event Monitoring (CEM) Services

EHR (Electronic Health Record) Mining Services

By Operational Type

In-house Pharmacovigilance Departments

Outsourced Service Providers

By Form

Online Publications and Digital Platforms

Books, Journals and Physical Repositories

By End User

Hospitals and Healthcare Facilities

Research Organizations and Academic Institutions

Pharmaceutical and Biotechnology Companies

Medical Device Manufacturers

Leading Companies in Post-marketing Pharmacovigilance and Medical Information Industry (2026)

Cognizant Technology Solutions

Laboratory Corporation of America Holdings (Labcorp)

Icon plc

Syneos Health, Inc.

Parexel International Corporation

Charles River Laboratories International, Inc.

Wipro Limited

Capgemini SE

ArisGlobal LLC

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia, Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

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Laboratory Corporation of America Holdings (Labcorp)

Icon plc

Syneos Health, Inc.

Parexel International Corporation

Charles River Laboratories International, Inc.

Wipro Limited

Capgemini SE

ArisGlobal LLC

12.2. Business Description

12.3. SWOT Profiles

12.4. Products and Services

CHAPTER 13- APPENDIX

Glossary of Terms

Research Methodology & Data Sources

Conclusion & Strategic Recommendations

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