

Branded Generics Market worth \$1,126.43 billion by 2030, growing at a CAGR of 14.60% - Exclusive Report by 360iResearch

The Global Branded Generics Market to grow from USD 378.58 billion in 2022 to USD 1,126.43 billion by 2030, at a CAGR of 14.60%.

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EINPresswire.com/ -- The "[Branded Generics Market](#) by Product (Trade Named Generics, Value-Added), Drug Type (Alkylating Agents, Anti-depressants, Anti-epileptics), Route of Administration, Indication, Distribution Channel - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



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Branded generic drugs refer to medications that are bioequivalent to the original innovator drug and are distributed under a different brand name by another company after patent expiration. These drugs are formulated using the same active pharmaceutical ingredients (APIs) as the innovator product and must meet similar regulatory requirements for manufacturing processes, safety profiles, and efficacy standards. However, branded generics may exhibit subtle differences in terms of excipients, packaging materials, or manufacturing techniques compared to their innovator counterparts. Increasing consumer awareness about accessible treatment options, rising healthcare expenditure, and increasing patent expirations on blockbuster drugs drive the growth of the branded generics market. However, stringent regulatory requirements for drug approval and quality control and price erosion resulting from intense competition among

manufacturers may hinder market growth. Nevertheless, advancements in pharmaceutical research enabling the development of bioequivalent products create lucrative opportunities for the growth of the branded generics market.

Drug Type: High usage of anti-hypertensive for treating high blood pressure

Alkylating agents are a class of drugs primarily used in cancer treatment, and they work by inhibiting DNA replication restricting the growth and multiplication of cancer cells, such as cyclophosphamide, melphalan, and cisplatin. Anti-depressant medications are used to treat various forms of depression and anxiety disorders as they restore the balance of neurotransmitters within the brain, particularly serotonin, norepinephrine, and dopamine, and commonly prescribed anti-depressants include fluoxetine, venlafaxine, and amitriptyline. Anti-epileptic drugs (AEDs) are medications designed to prevent or control epileptic seizures in individuals diagnosed with epilepsy. Anti-hypertensive medications lower blood pressure in individuals with hypertension, reducing the risk of heart disease, stroke, and other complications. Antipsychotic medications are primarily used to manage symptoms of psychotic diseases such as bipolar disorder and schizophrenia. Antimetabolites are a group of chemotherapeutic agents that interfere with cellular metabolism and DNA synthesis in cancer cells while they mimic essential building blocks for DNA replication or inhibit critical enzymes involved in these processes. Hormone-based medications are used in various medical conditions, including hormone imbalances, endocrine disorders, and certain cancers. Lipid-lowering medications are designed to reduce elevated levels of triglyceride and cholesterol in the blood, lowering the chance of cardiovascular disorders such as heart attacks.

Route of Administration: Wide adoption of oral route due to their longer duration of action. The oral route is the most common and preferred method of drug administration due to its convenience, ease of use, and non-invasive nature. Branded generic medications in forms such as tablets, capsules, or liquids are taken orally by the patient. Additionally, they provide higher patient compliance as they do not require specialized equipment or healthcare professional oversight for administration. Parenteral administration involves delivering drugs directly into the bloodstream through means that bypass the digestive system. This route includes subcutaneous (SC), intramuscular (IM), and intravenous (IV) injections and infusions. This route is particularly beneficial when treating conditions requiring quick relief or if a drug has poor oral bioavailability. Additionally, it is generally more expensive than oral administration due to specialized equipment and sterile preparation requirements. Topical administration involves applying branded generic medications directly onto the skin or mucosal surfaces, such as creams, gels, ointments, or transdermal patches. This route allows localized drug delivery to the target site while minimizing systemic absorption and potential side effects. Advantages of topical administration include reduced risk of adverse reactions compared to systemic routes and improved patient compliance due to ease of use. However, challenges associated with topical drug delivery include variability in drug penetration through the skin barrier and the potential for irritation at the application site.

Indication: Burgeoning utilization of branded generics for gastrointestinal diseases and

neurological diseases

Branded generics are crucial in providing options for analgesics, nonsteroidal anti-inflammatory drugs (NSAIDs), and opioids. Branded generics offer cost-effective alternatives for cardiovascular diseases such as managing hypertension, hyperlipidemia, heart failure, and arrhythmias. Skin conditions such as acne, fungal infections, eczema, and psoriasis are widespread concerns among patients globally, and branded generics provide affordable access to dermatological treatments, including corticosteroids, retinoids, and antifungal agents. Gastrointestinal diseases such as inflammatory bowel disease (IBD), gastroesophageal reflux disease (GERD), and irritable bowel syndrome (IBS) require long-term management with medications that are fulfilled by branded generics that offer cost-effective therapies, including proton-pump inhibitors (PPIs), H2 receptor antagonists, and antispasmodics. Neurological disorders such as epilepsy, Parkinson's disease, multiple sclerosis, and migraines demand effective treatments at affordable prices, and branded generics help bridge this gap with anti-epileptic drugs (AEDs), dopaminergic agents, and monoclonal antibodies. Branded generics provide cost-effective alternatives for chemotherapy drugs, hormone therapies, immunotherapies, and tyrosine kinase inhibitors (TKIs) for cancer treatment, as they are perceived as unattainable due to the high costs associated with innovative therapies and targeted agents. Generic versions of Celebrex (celecoxib) capsules, Vascepa (icosapent ethyl) capsules, Jublia (efinaconazole) topical solution, Asacol HD (mesalamine) tablets, Abraxane (nab-paclitaxel), Ampyra (dalfampridine) extended-release tablets are available for treating several diseases.

Distribution Channel: Evolving online distribution channels for branded generics

The offline distribution channel for branded generics remains the first preference for patients seeking medications, primarily due to ease of access and real-time consultation with healthcare professionals. Hospital pharmacies play a vital role in providing quality healthcare by ensuring patients have access to affordable medications during treatment. Hospital pharmacies increasingly favor branded generics as they balance affordability and quality assurance. These drugs are manufactured following strict guidelines and maintain a high efficacy comparable to their patented counterparts. Retail pharmacies serve as a primary source of medications among the general public and create an enormous potential for branded generics as consumers seek cost-effective alternatives without compromising on quality or efficacy. The rapid advancement of digital technologies has paved the way for online pharmacies and eCommerce platforms to emerge as significant players in the pharmaceutical distribution landscape. Branded generics have observed substantial growth in this space due to the convenience and cost savings these online channels provide due to its accessibility of detailed product information, competitive pricing, and reliable delivery services that have led consumers to prefer purchasing their medications online.

Product: Significant adoption of value-added branded generics due to their additional advantages

Trade-named generics are the pharmaceutical product that combines the trusted efficacy of an established generic drug with the recognition and reputation of a well-known brand name. These products offer the benefits of both generic and branded medicines, with high quality at an

affordable price. Pharmaceutical manufacturers commonly use trade-named generics to penetrate competitive markets, providing patients and healthcare professionals with cost-effective alternatives that maintain trust in safety, effectiveness, and reliability. Value-added offerings represent a distinct category that differentiates itself from standard formulations by bringing additional benefits to the consumer. These value-added products may combine multiple active ingredients for enhanced therapeutic effects or adopt innovative dosage forms for improved convenience, such as extended-release formulations or easy-to-swallow tablets. In some cases, value-added trade-named generics can also include drugs reformulated to reduce side effects or improve patient adherence, such as Benitek A (Olmesatran in combination with Amlodipine), Nifedical (nifedipine), and Digitek (digoxin).

Regional Insights:

In the Americas region, the branded generics market has a lucrative landscape due to its robust healthcare infrastructure and high per capita spending on pharmaceuticals. The government's initiatives to increase awareness about generic drugs have led to promising growth prospects for branded generics. Additionally, the investment in R&D by leading pharmaceutical companies has resulted in new product approvals and innovative therapeutics entering this market space. The European Union showcases a diverse landscape within the branded generics sector. There is considerable demand for cost-effective treatment options with increasing healthcare expenditure across EU countries and favorable pricing policies for generic medicines by national governments. Major players are investing heavily in research activities to develop novel drugs while maintaining competitiveness against low-cost alternatives from emerging markets. The Middle East and Africa offer notable potential for growth in the branded generics market as the government initiatives aimed at improving healthcare infrastructure and affordability of medicines are driving factors contributing to expanding market opportunities. The Asia-Pacific showcases immense potential for branded generics development owing to the rising research and development, supportive government initiatives, increasing demand for trade generics, and surging collaborations among international players to develop innovative therapies catering to global needs.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Branded Generics Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Branded Generics Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their

performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Branded Generics Market, highlighting leading vendors and their innovative profiles. These include Abbott Laboratories, Ajanta Pharma Ltd., Alkem Laboratories Ltd., Amneal Pharmaceuticals LLC, Apotex Inc., Aspen Pharmacare Holdings Limited, AstraZeneca PLC, Aurobindo Pharma Limited, Bausch Health Companies Inc., Bristol-Myers Squibb Company, Cipla Limited, Dr. Reddy's Laboratories Ltd., Endo International PLC, Eris Lifesciences Limited, Eva Pharma, Fresenius Kabi AG, GlaxoSmithKline PLC, Glenmark Pharmaceuticals Limited, Hetero Drugs Limited, Lupin Limited, Micro Labs Limited, Nichi-Iko Pharmaceutical Co., Ltd., Pfizer Inc., Sandoz International GmbH by Novartis AG, Sanofi S.A., Sun Pharmaceutical Industries Ltd., Teva Pharmaceutical Industries Ltd., Torrent Pharmaceuticals Ltd., Viatris Inc., and Zentiva Group, a.s..

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Market Segmentation & Coverage:

This research report categorizes the Branded Generics Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Trade Named Generics and Value-Added. The Trade Named Generics commanded largest market share of 61.28% in 2022, followed by Value-Added.

Based on Drug Type, market is studied across Alkylating Agents, Anti-depressants, Anti-epileptics, Anti-hypertensive, Anti-psychotics, Antimetabolites, Hormones, and Lipid Lowering Drugs. The Alkylating Agents commanded largest market share of 23.60% in 2022, followed by Anti-hypertensive.

Based on Route of Administration, market is studied across Oral, Parenteral, and Topical. The Oral commanded largest market share of 57.03% in 2022, followed by Parenteral.

Based on Indication, market is studied across Acute & Chronic Pain, Cardiovascular Diseases, Dermatological Diseases, Gastrointestinal Diseases, Neurological Diseases, and Oncology. The Gastrointestinal Diseases commanded largest market share of 24.12% in 2022, followed by Cardiovascular Diseases.

Based on Distribution Channel, market is studied across Offline and Online. The Offline is further

studied across Hospital Pharmacy and Retail Pharmacy. The Offline commanded largest market share of 93.79% in 2022, followed by Online.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 39.37% in 2022, followed by Americas.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Branded Generics Market, by Product
7. Branded Generics Market, by Drug Type
8. Branded Generics Market, by Route of Administration
9. Branded Generics Market, by Indication
10. Branded Generics Market, by Distribution Channel
11. Americas Branded Generics Market
12. Asia-Pacific Branded Generics Market
13. Europe, Middle East & Africa Branded Generics Market
14. Competitive Landscape
15. Competitive Portfolio
16. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players

5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Branded Generics Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Branded Generics Market?
3. What is the competitive strategic window for opportunities in the Branded Generics Market?
4. What are the technology trends and regulatory frameworks in the Branded Generics Market?
5. What is the market share of the leading vendors in the Branded Generics Market?
6. What modes and strategic moves are considered suitable for entering the Branded Generics Market?

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