

Influenza Treatment Market Size, Share, Revenue, Trends And Drivers For 2024-2033

*The Business Research Company's
Influenza Treatment Global Market
Report 2024 – Market Size, Trends, And
Global Forecast 2024-2033*

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The influenza treatment market has experienced robust growth in recent years, expanding from \$6.34 billion in

2023 to \$6.60 billion in 2024 at a compound annual growth rate (CAGR) of 4.2%. The growth in the historic period can be attributed to a growth in number of annual influenza cases, increased government funding for influenza research and preparedness programs, public awareness campaigns promoting vaccination, the establishment of global influenza surveillance systems, and growth in healthcare facilities.



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Strong Future Growth Anticipated

The influenza treatment market is projected to continue its strong growth, reaching \$7.83 billion in 2028 at a compound annual growth rate (CAGR) of 4.4%. The growth in the forecast period can be attributed to the introduction of new antiviral drugs and treatment modalities, expanding vaccination programs, continued expansion and

improvement of healthcare infrastructure, increasing elderly population, and development of new treatments.

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Growth Driver Of The Influenza Treatment Market

The increased prevalence of contagious respiratory illnesses is expected to propel the influenza treatment market going forward. Contagious respiratory illness refers to an infectious disease, such as influenza, measles, or respiratory syncytial virus (RSV) infections, transmitted through



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contact with an infected individual or their bodily fluids, contaminated surfaces, or objects. Factors driving the growth of contagious respiratory illness include higher population densities, inadequate healthcare infrastructure, misuse of antibiotics, and international travel facilitation. Influenza treatment consists of antiviral drugs and vaccinations that are used to treat various contagious respiratory illnesses such as flu, COVID-19, and other respiratory viruses.

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Major Players And Market Trends

Key players in the influenza treatment market include Pfizer Inc., F. Hoffmann-La Roche Ltd., Merck & Co. Inc., AbbVie Inc., Bristol-Myers Squibb Company, AstraZeneca plc, Novartis AG. Major companies operating in the influenza treatment market are focusing on expanding their product portfolio by adding innovative solutions, such as single-dose oral medicine for influenza treatment, to enhance patient compliance, improve treatment outcomes, and capture a larger market share. A single-dose oral medicine refers to a medication designed to treat influenza (flu) with just one oral dose, simplifying the treatment regimen.

Segments:

- 1) By Product Type: Peramivir, Zanamivir, Oseltamivir Phosphate, Baloxavir Marboxil, Other Products
- 2) By Route Of Administration: Oral, Other Routes Of Administration
- 3) By Distribution Channel: Retail Pharmacy, Hospital Pharmacy, Other Distribution Channels

Geographical Insights: North America Leading The Market

North America was the largest region in the influenza treatment market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the influenza treatment market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa.

Influenza Treatment Market Definition

Influenza treatment refers to medical interventions aimed at managing and alleviating symptoms, reducing the duration of illness, and preventing complications associated with influenza virus infections. Influenza treatments encompass antiviral medications and supportive care designed to mitigate flu symptoms, reduce disease duration, and prevent severe complications.

[Influenza Treatment Global Market Report 2024](#) from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.

- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Influenza Treatment Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [influenza treatment market size](#), influenza treatment market drivers and trends, influenza treatment market major players, influenza treatment competitors' revenues, influenza treatment market positioning, and influenza treatment market growth across geographies. The influenza treatment market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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