

Key Driver Transforming The Pollen Allergy Market 2025: Prevalence Of Allergic Rhinitis Driving Increased Demand

The Business Research Company's Pollen Allergy Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, February 27, 2025

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Pollen Allergy Global Market Report 2025

The [pollen allergy market](#) has experienced a significant surge in its value in recent years, scaling from \$6.92 billion in 2024 to an impressive \$7.51 billion in 2025. This 8.5% compound annual growth rate CAGR in its historic period can be largely attributed to the increased awareness for allergic conditions, major investments in healthcare infrastructure, climate change that led to lengthier pollen seasons, and urbanization adding to higher allergen exposure.

How Will The Pollen Allergy Market Fare In The Future?

There are strong indications of continued growth for the pollen allergy market. It is anticipated to reach a staggering \$10.26 billion by 2029 with a compound annual growth rate CAGR of 8.1%. This robust growth during the forecast period can be attributed to increasing allergic conditions, rising pollution levels, escalating climate change, amplified awareness about allergy treatments, and availability of a broad spectrum of treatment options. Market expansion will further be fueled by improved healthcare accessibility and an increasing focus on preventive measures and environmental health.

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What Are The Key Market Drivers?

The rising prevalence of allergic rhinitis is a key driver boosting the pollen allergen market. This condition causes an inflammation in the nose which leads to symptoms like sneezing, congestion, and itchy eyes, typically induced by pollen or dust exposure. The increased

occurrence of allergic rhinitis is directly correlated to the increased exposure to allergens and pollutants brought about by environmental pollution, climate change, urbanization, and lifestyle shifts. In October 2023, the World Allergy Organization, a renowned US-based organization for clinical allergic studies, disclosed that allergic rhinitis affects over 400 million people globally with prevalence rates between 10-30% in adults and exceeding 40% in children.

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Who Are The Major Players In The Pollen Allergy Market?

Key contributors in the pollen allergy market includes giants like Johnson & Johnson, F. Hoffmann-La Roche Ltd., Merck KGaA, AbbVie Inc., Bayer AG, Sanofi SA, AstraZeneca Plc, Novartis AG, GlaxoSmithKline PLC, Astellas Pharma Inc., Bausch Health Companies Inc., Sun Pharmaceutical Industries Ltd, Genentech Inc., Omega Pharma, ALK Abello, Stallergenes Greer, Aimmune Therapeutics, Allergy Therapeutics, McNeil Consumer Healthcare, Meda Pharmaceuticals Inc, HAL Allergy Group, Allergopharma, Biomay AG, Leti Pharma, Epigenomics AG, Alerpharma S.A.

What Changes Are Being Made Within The Pollen Allergy Sector?

Companies in the pollen allergy market are innovating and focusing on developing comprehensive allergy care platforms. These platforms aim to provide holistic solutions for the diagnosis, treatment, and management of allergies for improved patient outcomes. For instance, Indian pharmaceutical company Nectar Life Sciences, in February 2023, introduced a comprehensive allergy care platform named Nectar, which offers personalized sublingual immunotherapy drops based on a detailed at-home allergy test.

What Are The [Pollen Allergy Space Market Segments](#)?

- 1 By Product Type: Instruments, Consumables, Services
- 2 By Allergen Type: Food, Inhaled, Drug, Other Allergen Types
- 3 By Therapeutics Drug class: Antihistamines, Decongestants, Corticosteroids, Mast Cell Stabilizers, Leukotriene Inhibitors, Nasal Anticholinergics, Immunomodulators, Auto injectable Epinephrine, Immunotherapy
- 4 By End-User: Diagnostic Laboratories, Hospitals

Subsegments:

- 1 By Instruments: Allergy Testing Equipment, Diagnostic Devices, Monitoring Devices
- 2 By Consumables: Allergy Test Kits, Pollen Filters, Diagnostic Reagents, Treatment Medications Antihistamines
- 3 By Services: Allergy Testing Services, Immunotherapy Services, Consultation And Diagnostic Services

What Are The Regional Insights?

North America was the largest region in the pollen allergy market in 2024. Asia-Pacific is

expected to exhibit the fastest growth in the upcoming forecast period. The regions covered in the report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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