

# Genitourinary Drugs Market 2025–2034: In-Depth Forecast on Size, Growth Drivers, Trends & Competitive Outlook

*The Business Research Company's  
Genitourinary Drugs Market 2025–2034:  
In-Depth Forecast on Size, Growth  
Drivers, Trends & Competitive Outlook*

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The [genitourinary drugs market size](#) is projected for significant gains in the years to come. From a value of \$30.07 billion in 2024, predictions assert a rise to \$31.02 billion by 2025, reporting a compound annual growth rate CAGR of 3.2%. This steady growth can be tied back to rising incidences of urinary tract infections, a spurt in cases of benign prostatic hyperplasia, a growing awareness of sexual health, an aging population, and increased reports of chronic kidney diseases.

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It will grow to \$34.76 billion in 2029 at a compound annual growth rate (CAGR) of 2.9%.”

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What Is The Anticipated Growth Rate And Market Size Of  
The Genitourinary Drugs Market?

A further climb is expected in the genitourinary drugs market size within the next decade. Projections show a rise to \$34.76 billion by 2029, indicating a CAGR of 2.9%. This future trajectory can largely be attributed to an ongoing prevalence of urinary tract infections and heightened consciousness about sexual health, complemented by an enlarging healthcare infrastructure. A greater demand for hormone replacement therapies and an increasing use of oral contraceptives also contribute. Critical trends in the coming period include advancements in drug formulations and delivery systems, integration of digital health solutions, personalized medicine approaches driven by technology, developments in biologic therapies, and advancements in precision medicine.

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## Why Is The Genitourinary Drugs Market Expected To Grow?

A rising prevalence of genitourinary disorders worldwide is anticipated to pump the growth of the genitourinary drugs market in the foreseeable future. These disorders—the afflictions of the genitourinary system encompassing both the urinary and the reproductive organs—include infections, cancers, and functional or structural issues. Owing to age-related changes and an aging population, the prevalence of such disorders, and thus their associated risk, are amplifying. Genitourinary drugs have been instrumental in managing these disorders, targeting conditions of both the urinary and reproductive systems specifically. They offer respite from infections, inflammation, and dysfunction, and in doing so, have improved patient outcomes by implementing effective, convenient, and condition-specific treatment, thus enhancing overall quality of life.

## Who Are The Major Players In The Genitourinary Drugs Market?

Major companies participating in the genitourinary drugs market encompass a wide range, namely Pfizer Inc., Johnson & Johnson, F. Hoffmann-La Roche AG, Merck & Co. Inc., Bayer AG, Novartis AG, Sanofi S.A., Bristol Myers Squibb, AstraZeneca plc, Abbott Laboratories, GSK plc, Eli Lilly and Company, Amgen Inc., Teva Pharmaceutical Industries Ltd., Astellas Pharma Inc., Ipsen Société Anonyme, Aurobindo Pharma Limited, Dr. Reddy's Laboratories Limited, Cipla Limited, Hikma Pharmaceuticals Public Limited Company, Zydus Lifesciences Limited, Endo International Public Limited Company, Takeda Pharmaceutical Company Limited, Melinta Therapeutics Inc., Asieris Pharmaceuticals, Sun Pharmaceutical Industries Ltd.

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## What Are The Market Trends In The Genitourinary Drugs Industry?

The leading companies in the genitourinary drugs market are focusing on the development of innovative products—such as oral antibiotics—to enhance treatment convenience, improve patient adherence, and fight infections effectively. For instance, in March 2025, GSK plc, a UK-based pharmaceutical company, received approval from the US Food and Drug Administration FDA for Blujepa gepotidacin for treating uncomplicated urinary tract infections caused by susceptible bacteria in women and girls aged 12 and older. As a first-in-class oral antibiotic, it works by inhibiting bacterial DNA replication, targeting two critical enzymes—DNA gyrase and topoisomerase IV. Blujepa offers a unique mechanism compared to traditional antibiotics,

binding to unique sites to overcome resistance, thereby promising improved safety and efficacy.

## What Does The Genitourinary Drugs Market Segmentation Look Like?

The genitourinary drugs market is segmented as follows:

- 1 By Product: Urologicals, Hormonal Therapy, Gynecological, Anti-Infectives, Other Products
- 2 By Route Of Administration: Oral, Parenteral, Topical
- 3 By Application: Urinary Tract Infections UTIs, Benign Prostatic Hyperplasia BPH, Prostate Cancer, Overactive Bladder, Bladder Cancer, Other Applications
- 4 By Distribution Channel: Hospital Pharmacies, Drug Store And Retail Pharmacies, Online Pharmacies

Where additions to segments are included:

- 1 By Urologicals: Benign Prostatic Hyperplasia BPH Drugs, Urinary Incontinence Drugs, Overactive Bladder OAB Drugs, Urolithiasis Kidney Stone Drugs, Erectile Dysfunction Drugs
- 2 By Hormonal Therapy: Estrogen Therapy, Progestin Therapy, Gonadotropin-Releasing Hormone GnRH Agonists/Antagonists, Androgen Replacement Therapy, Selective Estrogen Receptor Modulators SERMs
- 3 By Gynecological: Contraceptives, Menopausal Hormone Therapy, Fertility Drugs, Drugs for Endometriosis, Drugs for Polycystic Ovary Syndrome PCOS
- 4 By Anti-Infectives: Urinary Tract Infection UTI Drugs, Sexually Transmitted Infection STI Drugs, Vaginal Antifungals, Antivirals
- 5 By Other Products: Drugs for Chronic Pelvic Pain, Bladder Cancer Therapies, Interstitial Cystitis Drugs, Pelvic Organ Prolapse Treatment Drugs, Adjunctive Therapies

## What Does The Regional Breakdown Of The Genitourinary Drugs Market Look Like?

North America led the largest portion of the genitourinary drugs market in 2024. However, Asia-Pacific is anticipated to be the fastest-growing region in the forecast period. The regions covered in the genitourinary drugs market report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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