

Oral Transmucosal Drugs Market Size Worth US\$ 62.55 Bn by 2032, Notes Persistence Market Research

The global oral transmucosal drugs market grows with rising demand for advanced drug delivery, innovative formulations, and non-invasive treatment options.

BRENTFORD, ENGLAND, UNITED KINGDOM, September 30, 2025

/EINPresswire.com/ -- The global [oral transmucosal drugs market](#) is poised for significant growth, with a projected market size of US\$ 38.43 billion by 2025. This figure is expected to rise to

US\$ 62.55 billion by 2032, growing at a compound annual growth rate (CAGR) of 7.2% from 2025 to 2032. This surge in market value is largely attributed to the growing demand for advanced drug delivery systems and innovative formulations driven by an increasing global disease burden. Oral transmucosal drugs offer an efficient and non-invasive method of drug administration, bypassing the gastrointestinal system and hepatic first-pass metabolism. The rise in chronic illnesses, the need for pain management solutions, and technological advancements in drug delivery are the key drivers behind the market's expansion.

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Key Industry Highlights

The oral transmucosal drugs market has witnessed significant advancements due to the increasing demand for fast-acting, non-invasive drug delivery options. These drugs are particularly advantageous for patients who have difficulty swallowing traditional pills, such as children, the elderly, and those in palliative care. Unlike traditional oral medications, transmucosal drugs—such as buccal tablets, sublingual films, and sprays—deliver active pharmaceutical ingredients (APIs) directly into the bloodstream through the oral mucosa, bypassing the stomach and liver. This mechanism results in faster onset of action and improved



bioavailability.

As a result, oral transmucosal drugs are gaining popularity in the treatment of a variety of conditions, including chronic pain, seizures, anxiety, and nausea. Fentanyl buccal tablets, used for pain management in oncology, and sublingual buprenorphine for opioid addiction treatment, are notable examples of this drug class. The tablet segment is expected to dominate the market, while films, which are anticipated to grow rapidly, are also gaining traction due to their ease of use and rapid dissolution properties.

Market Dynamics

Driver - Growing Burden of Diseases to Fuel the Need for Transmucosal Drugs

One of the primary drivers of the oral transmucosal drugs market is the increasing global burden of chronic and neurological diseases. Chronic pain is one of the most prevalent conditions, with approximately 20.9% of adults in the U.S. experiencing chronic pain. Neurological disorders such as Parkinson's disease and Alzheimer's disease, which affect millions worldwide, further contribute to the need for effective and convenient treatment options. Transmucosal drug formulations, such as fentanyl buccal tablets and sublingual buprenorphine, are increasingly used to manage such conditions. These drugs provide an alternative to traditional pain management techniques, especially for patients who require rapid relief and may not be able to swallow pills.

The development of new technologies, such as 3D-printed intraoral devices and nanocarrier-based drug delivery systems, has further enhanced the market's potential. These innovations improve the bioavailability of transmucosal drugs and enable tailored drug release profiles, allowing for better management of chronic conditions.

Restraint - Complex and Demanding Regulatory Landscape

Despite the advantages of oral transmucosal drugs, the market faces several challenges, particularly in regulatory hurdles. The U.S. Food and Drug Administration (FDA) and the European Medicines Agency (EMA) have stringent guidelines for the development and approval of transmucosal drug products. Ensuring consistency in dosage and stability across different drug delivery formats—such as films, sprays, and patches—remains a complex challenge. Any deviation in drug delivery, such as incorrect administration, can lead to reduced efficacy or side effects.

For example, controlled substances like fentanyl are subject to additional risk evaluation and mitigation strategies (REMS) to prevent misuse. The strict regulatory environment and the potential for misuse have slowed the development and distribution of certain oral transmucosal drugs.

Opportunity - Technological Investments and Innovative Product Development

Research and development in the oral transmucosal drug space have led to the creation of innovative formulations, such as fast-dissolving tablets (FDTs) and buccal films that dissolve rapidly in the mouth and offer a non-invasive, convenient alternative for patients. Companies are increasingly investing in new technologies to improve mucoadhesion and drug absorption through the oral mucosa. Functionalized chitosan derivatives and nanocarrier-based systems are emerging as effective solutions to enhance drug bioavailability and optimize drug delivery.

Moreover, advancements in 3D printing and microneedle technologies are expected to play a crucial role in the future of oral transmucosal drug delivery systems, offering precise, controlled release profiles tailored to individual patient needs. The integration of digital health technologies, including e-commerce platforms and mobile apps, has further opened up new opportunities for market growth by increasing patient access to these medications.

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Category-wise Analysis

Product Type Insights

Among the various types of oral transmucosal drug products, tablets are expected to dominate the market, accounting for approximately 65% of revenue over the forecast period. The primary reason for this dominance is the effectiveness of these tablets in bypassing the gastrointestinal tract and first-pass metabolism, ensuring faster onset of action and improved bioavailability. These tablets are particularly useful in managing pain, anxiety, and nausea, with products like fentanyl buccal tablets commonly used for rapid pain relief in oncology.

Films are expected to be the fastest-growing segment in the oral transmucosal drugs market. The films, which dissolve and release drugs directly into the bloodstream, offer advantages over tablets, such as ease of use, convenience, and better patient compliance. Buccal films are ideal for patients with swallowing difficulties and are being increasingly adopted due to their quick action and portability.

End-use Insights

The hospital pharmacy segment is projected to hold the largest share of the market, accounting for 55% of revenue during the forecast period. This is due to the critical role that hospital pharmacies play in dispensing medications, particularly for patients with complex conditions that require close monitoring. These pharmacies are also the primary distribution point for oral transmucosal drugs used in acute care settings.

The online pharmacies segment is expected to experience the highest growth rate, driven by the increasing popularity of digital platforms and telehealth services. The convenience of home delivery, coupled with the ability to easily access medications, is fueling the demand for online pharmacies, making it an attractive market for oral transmucosal drug distribution.

Regional Insights

North America Oral Transmucosal Drugs Market Trends

North America holds the largest share of the oral transmucosal drugs market, accounting for over 45% of the global market. The primary factors driving this growth include the aging population, increasing prevalence of chronic diseases, and a rising demand for non-invasive drug delivery options. Additionally, strong regulatory support from the FDA ensures the safety and efficacy of oral transmucosal drugs. The U.S. particularly benefits from a robust healthcare infrastructure and a high disease burden, further propelling market growth.

Asia Pacific Oral Transmucosal Drugs Market Trends

The oral transmucosal drugs market in the Asia Pacific region is experiencing rapid growth, fueled by improvements in healthcare infrastructure, technological advancements, and demographic shifts. Countries like Japan, South Korea, and China are leading the way in the development and commercialization of oral transmucosal drug delivery systems. Japan's aging population and the increasing prevalence of neurological disorders further drive the demand for non-invasive treatments. In China, the expanding healthcare sector and a growing patient population are accelerating market growth.

Competitive Landscape

The oral transmucosal drugs market is highly competitive, with numerous global and regional players vying for market share. Key companies are focusing on product innovation and the development of new formulations to meet the growing demand for non-invasive drug delivery systems. Some of the prominent players in the market include:

GSK
Hikma Pharmaceuticals
BristolMyers Squibb
Teva Pharmaceutical Industries
Novartis
Sanofi
AbbVie
Eli Lilly
Boehringer Ingelheim
Pfizer

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Key Industry Developments

In recent years, several companies have made strides in launching innovative products in the oral transmucosal drug market. For example, in March 2024, BIAL launched KYNMOBI, a sublingual film for the intermittent treatment of OFF episodes in Parkinson's disease patients in Germany. Similarly, Tonix Pharmaceuticals announced its collaboration with Almac Pharma Services for the commercialization of Tonmya, a non-opioid analgesic for fibromyalgia, in the U.S.

Market Segmentation

By Product Type

- Tablets
- Films
- Liquid & Spray
- Others

By Route of Administration

- Sublingual Mucosa
- Buccal Mucosa
- Others

By End-user

- Hospital Pharmacies
- Retail Pharmacies
- Online Pharmacies

By Region

- North America
- Europe
- Asia Pacific
- South Asia and Oceania
- Latin America
- Middle East and Africa

Future Outlook

The future outlook for the oral transmucosal drugs market is highly positive, driven by technological advancements, increased patient awareness, and growing demand for non-invasive drug delivery options. Innovations in drug formulation, such as fast-dissolving tablets, mucoadhesive films, and 3D-printed devices, are expected to improve patient outcomes and compliance. The rising burden of chronic diseases and the increasing aging population will continue to support market growth, making the oral transmucosal drugs market a key focus for pharmaceutical companies and investors alike.

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