

Measles Vaccine Market Size, Growth & Forecast 2025–2032 | Immunization Programs & Vaccine Innovation

Measles Market size was valued at USD 1.82 Bn. in 2024, is expected to grow at a CAGR of 7.20% from 2025 to 2032, reaching nearly USD 3.17 Bn. by 2032.

SACRAMENTO, CA, UNITED STATES, October 28, 2025 /EINPresswire.com/ -- The [Measles Market](#) is projected to reach USD 3.17 Bn by 2032, driven by WHO immunization programs, vaccine innovation, and strong global health partnerships.

Measles Market Overview:

Measles Market is projected to grow from USD 1.82 Bn in 2024 to USD 3.17 Bn by 2032 at a 7.2% CAGR, driven by rising outbreaks, expanding WHO immunization programs, and rapid vaccine innovation. Leading players like Merck, GSK, Serum Institute, and Bharat Biotech are advancing MMR combination, thermostable,

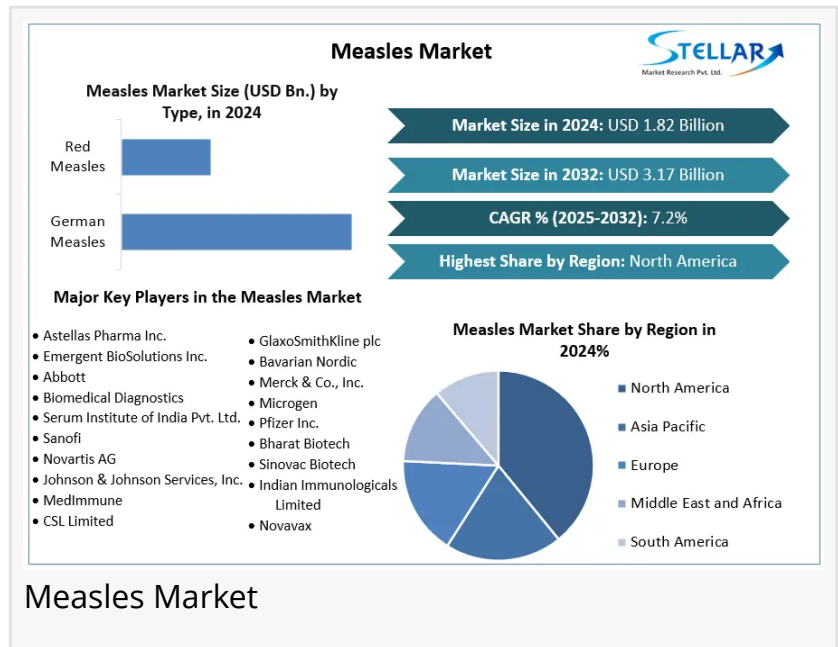


Measles Vaccine Market is set for strong growth, driven by next-gen vaccine innovation, expanding immunization programs, and global efforts to eliminate outbreaks through advanced healthcare access.”

Dharati Raut

and needle-free vaccines, boosting accessibility and efficiency. Despite hesitancy and supply challenges, strong R&D investment and global collaborations position the measles vaccine market for robust growth and high investment potential worldwide. The Global Measles Market Report highlights ongoing government vaccination initiatives and public health immunization efforts that are transforming the Measles Vaccine Industry.

Global Measles Vaccine Market Surges as WHO & Governments Intensify Immunization Programs, Combat Outbreaks, and Drive Next-Gen Vaccine Innovations



Measles Market is witnessing robust growth as governments, WHO, and UNICEF intensify immunization programs and tackle rising measles outbreaks across regions like the U.S., Europe, and Africa. Expanding vaccination coverage, boosting vaccine supply chains, and promoting public awareness are driving global demand. Meanwhile, technological advancements such as MMR combination vaccines, needle-free delivery systems, and improved cold-chain logistics are transforming vaccination efficiency and reliability, fueling the global measles vaccine market growth and strengthening worldwide measles prevention efforts.

Global Measles Market Segments Covered	
By Type	German Measles Red Measles
By Treatment	Antiviral Treatment Antibiotic Treatment Vaccine Other
By Application	Adults Children
By End-User	Clinics Hospital Other
By Region	North America - United States, Canada, and Mexico Europe – UK, France, Germany, Italy, Spain, Sweden, Russia, and Rest of Europe Asia Pacific – China, South Korea, Japan, India, Australia, Indonesia, Philippines, Malaysia, Vietnam, Thailand, Rest of APAC Middle East and Africa - South Africa, GCC, Egypt, Nigeria, Rest of the Middle East and Africa South America – Brazil, Argentina, Rest of South America

Measles Market Segment

□ Access the full Research Description at:
https://www.stellarmr.com/report/req_sample/Measles-Market/2138

Emerging Players and Next-Gen Technologies Power Global Measles Vaccine Market Growth, Fueling Innovation, Accessibility, and Worldwide Immunization Expansion

Global Measles Market is unlocking powerful growth opportunities as emerging companies expand their vaccine programs and collaborate with WHO and governments to reach underserved regions through large-scale immunization campaigns. This expansion not only boosts vaccine accessibility but also opens new markets for vaccine manufacturers aiming to strengthen their global presence and reduce measles prevalence worldwide. At the same time, rapid advancements in vaccine technology, including needle-free delivery systems, heat-stable formulations, and next-generation MMR combination vaccines, are transforming the industry. These innovations promise safer, more efficient, and cost-effective immunization solutions, positioning companies at the forefront of a fast-evolving measles vaccine market driven by innovation, accessibility, and global health demand.

Rising Vaccine Hesitancy and Supply Chain Barriers Challenge Global Measles Vaccine Market, Urging Smarter Awareness, Logistics, and Innovation Strategies

Measles Market faces mounting challenges from growing vaccine hesitancy and persistent misinformation, which threaten global immunization progress. Despite proven vaccine safety and efficacy, public distrust continues to reduce vaccination coverage, fueling the risk of renewed measles outbreaks. Simultaneously, logistical and supply chain barriers, including fragile cold-chain infrastructure, limited storage, and difficult access to remote regions, further hinder vaccine distribution. To overcome these risks, governments and health organizations must intensify public awareness initiatives, strengthen vaccine education, and invest in advanced

logistics and alternative delivery systems. Addressing these challenges is vital to sustain global measles vaccine market growth and safeguard worldwide immunization gains.

Key Trends in the Measles Market:

Vaccine Innovation, Accessibility, and Global Health Programs

Vaccine Innovation: The Measles Vaccine Market is evolving with thermostable and MMR combination vaccines to simplify immunization, while needle-free delivery systems enhance accessibility and efficiency.

Expanding Access: The Measles Vaccine Market is growing as emerging markets boost immunization through improved healthcare infrastructure, distribution logistics, and public awareness initiatives.

Key Development:

Merck Secures FDA Approval for Intramuscular Administration of MMRV Vaccines, Strengthening Its Position in the Global Measles Vaccine Market

Merck & Co., Inc.: In March 2023, the U.S. FDA approved intramuscular (IM) administration for Merck's MMRV vaccine family, M-M-R®II, VARIVAX®, and ProQuad®, enhancing flexibility and supporting global measles vaccine market growth.

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North America Leads Global Measles Vaccine Market as Asia-Pacific Emerges as Fastest-Growing Region Amid Rising Immunization Efforts and R&D Expansion

Global Measles Market is led by North America, which continues to dominate due to advanced healthcare infrastructure, high immunization coverage, and strong presence of key players. Despite significant progress in measles control, rising vaccine hesitancy in the U.S. poses emerging challenges. Europe follows closely, driven by robust R&D funding, government support, and expanding immunization programs. Meanwhile, the Asia-Pacific Measles Vaccine Market is witnessing rapid growth fueled by a booming population, improving healthcare systems, and strong public health initiatives. In contrast, the Middle East & Africa region shows slower growth due to economic and infrastructure constraints. Together, these regional dynamics shape the evolving landscape of the global measles vaccine market. India's measles vaccination programs and China's measles vaccine distribution have expanded significantly, driving APAC Measles Market Growth through large-scale global vaccination initiatives. Meanwhile, the Middle East and Africa Measles Market and South America Measles Market continue to evolve gradually, supported by WHO partnerships and targeted immunization funding.

Global Measles Vaccine Market Heats Up as Pharma Giants and Innovators Drive R&D, Technology Advancements, and Next-Gen Immunization Growth

Global Measles Vaccine Market is becoming increasingly competitive as rising measles outbreaks and rapid vaccine technology advancements reshape the industry landscape. Leading pharmaceutical companies and innovative new entrants are intensifying efforts to boost vaccine efficacy, improve distribution networks, and expand immunization access worldwide. Driven by evolving regulatory frameworks, emerging market opportunities, and global public health initiatives, the market is witnessing a surge in R&D investments and strategic collaborations. This dynamic competition is accelerating innovation and positioning the measles vaccine market for transformative growth in the coming years.

Measles Market Key Player:

North America

Astellas Pharma Inc.
Emergent BioSolutions Inc.
Abbott
Johnson & Johnson Services, Inc.
MedImmune
Pfizer Inc.

Europe

Sanofi
Novartis AG
GlaxoSmithKline plc
CSL Limited
Bavarian Nordic
Merck & Co., Inc.
Microgen

Asia-Pacific

Serum Institute of India Pvt. Ltd.
Bharat Biotech (India)
Indian Immunologicals Limited
Sinovac Biotech
Bio Farma
Takeda Pharmaceutical Company Limited
Novavax

Analyst Perspective:

Global Measles Market is set for steady growth through 2032, driven by rising outbreaks, strong WHO and government immunization initiatives, and rapid vaccine innovation. Key players like Merck, Serum Institute, Bharat Biotech, and GSK are boosting R&D and production in thermostable, MMR, and needle-free vaccines. Despite hesitancy and logistics challenges, expanding collaborations and cold-chain advancements are improving access. With a projected mid- to high-single-digit CAGR, the market offers promising returns and strategic potential in global immunization. Supported by global health partnerships and public health immunization efforts, the Measles Market Forecast 2025–2032 shows consistent growth potential across emerging markets

FAQ:

What is the projected size of the Global Measles Vaccine Market by 2032?

The Global Measles Vaccine Market is expected to reach USD 3.17 billion by 2032, growing at a 7.2% CAGR.

What factors are driving growth in the Measles Vaccine Market?

Rising outbreaks, WHO-led immunization programs, and next-gen vaccine innovations like MMR and needle-free delivery drive market growth.

Which regions dominate the Global Measles Vaccine Market?

North America leads the market, while Asia-Pacific is the fastest-growing region due to rising immunization and R&D expansion.

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