

Pharmaceutical Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

Industry: Pharmaceuticals & Therapeutics

URL: <https://www.mordorintelligence.com/industry-reports/pharmaceutical-market>

Pharmaceutical Market Size and ShareMarket Overview

Study Period | 2020 - 2031 |

Market Size (2026) | USD 1.89 Trillion |

Market Size (2031) | USD 2.62 Trillion |

Growth Rate (2026 - 2031) | 6.73 % |

Fastest Growing Market | North America |

Largest Market | Asia-Pacific |

Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Pharmaceutical Market Analysis by Mordor IntelligenceThe Pharmaceutical Market size is expected to grow from USD 1.78 trillion in 2025 to USD 1.89 trillion in 2026 and is forecast to reach USD 2.62 trillion by 2031 at 6.73% CAGR over 2026-2031.

The current pace is stronger than the 2% to 5% range seen through much of the previous decade, as biologic innovation, rising chronic disease burden, and the re-pricing of specialty therapies are lifting value growth across the pharmaceutical market. The obesity category is supported by better supply conditions and the launch of oral GLP-1 agents from Novo Nordisk and Eli Lilly. North America remained the largest regional base while Asia-Pacific is the fastest-growing area, which means the pharmaceutical market still draws most value from mature systems even as new momentum shifts toward Asia. Competition is also becoming more uneven, as companies with GLP-1 exposure, oncology biologics, and rare-disease assets continue to attract more capital, while firms facing near-term loss of exclusivity are leaning more heavily on licensing and acquisitions to protect growth in the pharmaceutical market.

Key Report Takeaways

- * By molecule type, conventional drugs held 54.21% of the pharmaceutical market share in 2025, while biologics and biosimilars are forecast to expand at an 8.23% CAGR through 2031.
- * By product type, branded drugs held 67.83% share in 2025, while generic drugs are projected to grow at a 7.28% CAGR through 2031.
- * By type, prescription drugs accounted for 86.64% of the pharmaceutical market size in 2025 and are advancing at an 8.85% CAGR through 2031.
- * By indication, cardiovascular disease held 37.23% share in 2025, while neurology is forecast to grow at a 6.95% CAGR through 2031.
- * By distribution channel, retail pharmacies led with 44.88% share in 2025, while online pharmacies are expanding at an 8.12% CAGR through 2031.
- * By geography, North America held 41.23% share in 2025, while Asia-Pacific is expected to grow at an 8.92% CAGR through 2031.

Note: Market size and forecast figures in this report are generated using Mordor Intelligence's proprietary estimation framework, updated with the latest available data and insights as of January 2026.

Global Pharmaceutical Market Trends and Insights Drivers Impact Analysis*

Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline

Rising Burden of Chronic and Specialty Diseases | +1.5% | Global, with heightened intensity in North America, Europe, and fast-urbanizing APAC markets | Long term (≥ 4 years) |

Aging Population and Longer Treatment Duration | +1.2% | Global, most acute in Japan, Germany, Italy, and South Korea | Long term (≥ 4 years) |

Biologics, Biosimilars, and Precision Medicine Expansion | +1.4% | Global, with biologic adoption strongest in North America and Europe, and biosimilar uptake accelerating in APAC and Latin America | Medium term (2-4 years) |

AI-Led Drug Discovery and Development Productivity Gains | +0.8% | North America and APAC, especially China and South Korea, with spillover to EU R&D hubs | Medium term (2-4 years) |

API Supply Chain Diversification and Dual Sourcing Imperative | +0.5% | Global, acute in North America, the EU, India, and Southeast Asia | Short term (≤ 2 years) |

Rare Disease and Ultra-Specialty Therapy Commercialization | +0.7% | North America and APAC core, with spillover to MEA and South America | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Rising Burden of Chronic and Specialty Diseases

Chronic disease prevalence remains the strongest structural demand driver for the pharmaceutical market because treatment needs continue even when wider economic conditions soften.[1] IQVIA Institute for Human Data Science, "IQVIA Early Bird, 2025 Revealed, The Trends Shaping Pharma's Future," IQVIA, iqvia.com Oncology sales reached USD 288 billion in 2025, while solid tumors generated USD 194 billion and grew 13%, which keeps cancer therapies at the center of value expansion across the pharmaceutical market. Newer modalities are adding to that shift, with antibody-drug conjugates generating USD 18.8 billion in 2025 and expected to reach USD 36 billion by 2030. The dispensing model is changing as well, because cancer and Alzheimer's therapies are moving more heavily into hospital settings where higher-cost biologics can be administered with clinical oversight. This is widening the gap between commodity therapies and specialty portfolios, and that gap is pushing large manufacturers toward more focused therapeutic exposure in the pharmaceutical market.

Biologics, Biosimilars, and Precision Medicine Expansion

The shift from small molecules to biologic therapies is changing the revenue mix across the pharmaceutical market and raising the weight of products tied to complex manufacturing, premium pricing, and specialist prescribing. Bispecific antibodies generated USD 4.9 billion in 2025, and CAR-T therapies generated USD 5.8 billion, with both categories expected to continue expanding through 2030. Biosimilars are widening access at the same time, because they lower cost barriers for patients and payers that could not previously support broad biologic use. Sema glutide patent expiry in China, India, and Canada during 2026 may open a broader private-pay tier for obesity treatment across markets that contain a large share of the world's adults living with obesity. The pace of uptake will still depend on how regulators and reimbursement systems handle interchangeability, approval pathways, and formulary decisions for complex biologics.

AI-Led Drug Discovery and Development Productivity Gains

AI is now producing measurable improvements in pharmaceutical R&D, although the clearest gains are still concentrated in early-stage discovery and in smaller emerging biopharma companies. IQVIA reported that AI-enabled programs at EBP's achieved a 75% Phase I success rate in the most recent three-year window, which is a strong signal that model-based discovery is starting to improve candidate quality.

ty before late-stage trials begin.[2]IQVIA Institute for Human Data Science, “Global R&D Trends 2026 Report Finds Credible Signal on AI-Enabled Programs,” IQVIA, iqvia.com The pharmaceutical market is therefore seeing early efficiency gains without a full reset of late-stage clinical economics. Large companies are still using partnerships to access AI-led discovery for small-molecule and RNA programs instead of relying only on internal platforms. This leaves near-term advantage with AI-native biotechs, while larger pharmaceutical market participants protect their position through collaboration, licensing, and selective platform deals.

Aging Population and Longer Treatment Duration

Population aging is expanding the treated patient base across cardiovascular, metabolic, and neurodegenerative categories in the pharmaceutical market. Longer life expectancy also extends average treatment duration, increases polypharmacy, and supports steadier refill demand across chronic therapies. Japan shows both sides of this pattern, as domestic drug revenue reached JPY 11.8 trillion, or USD 79 billion, in FY2025, supported by oncology and diabetes therapies.[3]AnswersNews, “25年度の国内医薬品市場、3.1%増の11.8兆円,” AnswersNews, answers.and-pro.jp Tirzepatides in Japan rose 3.2 times to JPY 131 billion, or USD 876 million, during FY2025, yet the projected five-year CAGR through 2030 is only 1.2% because regular price revisions continue to limit manufacturer returns. That experience shows that aging supports demand in the pharmaceutical market, but it also brings tighter budget scrutiny in mature health systems.

Restraints Impact Analysis*

Restraint	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Patent Cliffs and Branded Revenue Erosion	-1.3%	Global, most severe in North America and Europe where major biologics lose exclusivity first	Medium term (2-4 years)
Pricing Pressure from Payers, PBMs, and Government Reform	-1.1%	North America and Europe, with spillover into emerging market reference pricing systems	Medium term (2-4 years)
High R&D Cost and Clinical Failure Risk	-0.7%	Global	Long term (≥ 4 years)
Supply Concentration and Cold-Chain Dependency	-0.5%	Global, with APAC at the core and spillover into MEA and South America	Short term (≤ 2 years)

Source: Mordor Intelligence |
Patent Cliffs and Branded Revenue Erosion

Loss of exclusivity remains a major restraint on the pharmaceutical market because revenue from leading brands can weaken before replacement products are fully scaled. This cycle is harder to manage because more exposed assets are biologics, where competition comes from biosimilars rather than simple small-molecule copies. First-year erosion is usually slower than in traditional generic events, but branded cash flow still comes under pressure as payers prepare formularies and physicians start switching patients. Companies with heavy dependence on a narrow set of blockbuster products face the sharpest reset, which makes launch timing and late-stage pipeline depth more important across the pharmaceutical market. The effect is uneven, because firms with strong oncology, immunology, or rare-disease launches can offset erosion faster than peers that lack near-term replacement assets.

Pricing Pressure from Payers, PBMs, and Government Reform

Government-led pricing intervention is becoming a direct commercial headwind for the pharmaceutical market, especially in the United States, where policy changes now reach both manufacturer strategy and payer behavior. The April 2025 Most-Favored-Nation directive tied U.S. pricing expectations to lower prices seen in other developed countries, which increased pressure on branded therapy economics.

In January 2026, AbbVie linked its agreement with the administration to a USD 100 billion U.S. investment commitment in R&D and manufacturing, showing that pricing policy is already influencing capital allocation decisions. Medicare negotiation provisions are active in 2026, which adds another layer of pressure on high-utilization branded products in the pharmaceutical market. These measures do not affect every therapy in the same way, but they create a harder pricing backdrop for companies that depend on broad-volume brands rather than highly differentiated specialty assets.

*Our forecasts treat driver/restraint impacts as directional, not additive. The impact forecasts reflect baseline growth, mix effects, and variable interactions.

----- Segment Analysis By Molecule Type: Biologics Pipeline Offset by Conventional Drug Base

Conventional drugs held 54.21% share in 2025, which means they still formed the largest volume and revenue base in the pharmaceutical market despite the strong growth of specialty therapies. Biologics and biosimilars are forecast to grow at an 8.23% CAGR through 2031, which is well above the overall pace of the pharmaceutical market and keeps the forward mix tilted toward high-value modalities. That growth is supported by monoclonal antibodies, antibody-drug conjugates, bispecific antibodies, and next-generation cell therapies that are moving into broader clinical use. Even so, conventional drugs still matter because generics, mature oral brands, and standard chronic therapies continue to supply a large share of everyday treatment volumes across the pharmaceutical market.

China's move from a generics-heavy base toward innovative biologics is now influencing how this split develops in the pharmaceutical market. Chinese innovative molecules represented 33% of all new innovative molecules in global pipelines in 2026, up from 4% in 2014, while Asia accounted for 48% of innovative pipelines and 90% of global growth in innovative molecules. This means the conventional and biologic mix will be shaped not only by demand trends, but also by where new pipelines are being built. For the pharmaceutical market, that points to a future where conventional drugs continue to anchor scale, while biologics capture a larger share of incremental value and strategic investment.

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0. By Product Type: Generics Poised to Capture Patent Cliff Windfall

Branded drugs held 67.83% share in 2025, reflecting the pricing power of specialty biologics and the continuing relevance of established brand portfolios across major therapeutic areas. Generic drugs are projected to grow at a 7.28% CAGR through 2031, which places them ahead of the overall pharmaceutical market and positions them to benefit from wider loss-of-exclusivity activity. This setup is bringing fresh opportunities to large generic manufacturers and to Indian CDMOs and API suppliers that support rapid launch timelines. Payer pressure is also encouraging substitution before some patents expire, especially in categories where lower-cost therapeutic alternatives are already available. The pharmaceutical industry is therefore entering a phase where brand durability depends more heavily on differentiation than on legacy scale alone.

There is still an important limit to how fast the generic share can expand. A larger part of the current exclusivity cycle involves biologic products, and biosimilar conversion is slower because physician engagement and formulary approval matter more than automatic substitution at the pharmacy counter. That means share gains may arrive over several years rather than in a single step. For the pharmaceutical market, the product-type split is likely to keep shifting toward generics and biosimilars, but the speed of that transition will vary widely by therapy class and by reimbursement system.

By Type: Prescription Drives Value While OTC Shifts Online

Prescription drugs accounted for 86.64% of the pharmaceutical market size in 2025 and are also the fastest-growing type segment, with an 8.85% CAGR projected through 2031. This combination reflects the heavy concentration of high-value specialty, orphan, and advanced biologic therapies inside the prescription channel. The global launch environment supported that pattern, with 73 novel active substance launches recorded in 2025, which reinforced the revenue role of new prescription products. Rare-disease treatments, oncology biologics, and cell and gene therapies all remain firmly in the prescription channel, which keeps Rx spending ahead of broader volume growth. In the pharmaceutical market, prescription remains the clear center of value creation.

OTC products still serve an important role, but they are being reshaped by channel migration rather than by breakthrough pricing. Germany's OTC market grew 2.6% to EUR 11.5 billion, or USD 12.2 billion, in 2025, while mail-order dispensing reached nearly 260 million packages. Aging consumers continue to support vitamins, minerals, and self-care purchases, but a larger share of that demand is moving online. This leaves the pharmaceutical market with a clear pattern where prescription therapies drive value growth, while OTC adapts through convenience, fulfillment efficiency, and digital access.

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0. By Indication: Cardiovascular Anchors Volume While Neurology Accelerates

Cardiovascular disease held 37.23% share in 2025, which made it the largest indication base in the pharmaceutical market because hypertension, dyslipidemia, heart failure, and atrial fibrillation all require long treatment duration. Neurology is forecast to grow at a 6.95% CAGR through 2031, supported by disease-modifying Alzheimer's therapies and a broader CNS pipeline. Oncology remained a major value engine with USD 288 billion in global sales during 2025, which shows that high-growth therapies are spread across several large specialties rather than on a single area. Endocrinology is also moving up quickly as GLP-1 therapies continue to change obesity and diabetes treatment patterns. This keeps the pharmaceutical market balanced between very large chronic categories and faster-growing innovation-led specialties.

Infectious disease and respiratory categories face a more mixed backdrop because post-pandemic normalization is reducing comparisons tied to COVID-19 antivirals and vaccines. At the same time, HIV, RSV, and emerging pathogen therapies still support selective growth. Johnson & Johnson's March 2026 FDA approval for TECVA YLI plus DARZALEX FASPRO in relapsed or refractory multiple myeloma shows how combination regimens are creating added value inside hematology oncology. For the pharmaceutical market, the indication mix remains broad, but growth leadership is moving toward neurology, oncology, and endocrinology where newer therapies are expanding treatment value.

By Distribution Channel: Retail Anchors Scale While Online Gains Share

Retail pharmacies led distribution with a 44.88% share in 2025, which confirms that community dispensing still handles the largest prescription volumes in the pharmaceutical market. Online pharmacies are forecast to grow at an 8.12% CAGR through 2031, making them the fastest-growing channel as digital fulfillment becomes more accepted. Hospital pharmacies hold a different role because infused oncology biologics, CAR-T therapies, and other clinically supervised treatments are moving through specialist care settings rather than through open retail channels. That structure means the channel mix is shifting by therapy complexity as much as by consumer preference. The pharmaceutical market, therefore, continues to rely on retail for breadth, hospital systems for high-acuity dispensing, and digital channels for convenience-led growth.

Germany illustrates the channel divergence clearly. The hospital market grew 6% by revenue in 2025 while unit volumes declined 0.7%, which shows that value is being driven by expensive specialty products rather than by higher prescription counts. Online pharmacy growth also reflects telepharmacy adoption and customer willingness to reorder self-administered treatments and OTC products remotely. Still, compliance requirements around controlled substances and cold-chain biologics will limit how much of the pharmaceutical industry can move to fully digital dispensing.

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Geography Analysis

North America held 41.23% share in 2025, giving it the largest regional position in the pharmaceutical market. The U.S. market is also expected to contribute more five-year absolute growth than the rest of the world combined, which keeps North America at the center of value creation. Mexico adds a smaller regional contribution, but the upcoming GLP-1 patent expiry gives it a visible near-term opening for generic expansion. This leaves North America with strong demand fundamentals, but also with the heaviest pricing and reimbursement pressure inside the pharmaceutical market.

Germany's pharmaceutical revenue rose nearly 6% to EUR 67.9 billion, or USD 72 billion, in 2025, while unit volumes declined 0.7%, showing that value growth is coming more from mix and pricing than from broader access. The EU's Critical Medicines Act has sped up manufacturing approvals for products that depend on Chinese supply chains, which shows how supply security is now affecting industrial policy. Europe's medium-term challenge is that its share of innovative pipelines is slipping while clinical trial setup remains slower than in the United States and China, which weakens its competitive position in the pharmaceutical market.

Asia-Pacific is the fastest-growing regional segment with an 8.92% CAGR through 2031, and that makes it the strongest growth engine in the pharmaceutical market outside North America. China is consolidating its place as the world's second-largest pharmaceutical market, while India is gaining relevance as a dual-sourcing and API alternative, with API imports of USD 4.35 billion in FY25 and China still supplying 73.7% of that total. The region's role is therefore expanding on both demand and supply, which gives Asia-Pacific a larger influence on pipeline formation, manufacturing strategy, and the future pharmaceutical market size. The Middle East and Africa also recorded 18% year-on-year growth in 2025, which shows that access-led expansion in the Gulf is creating a new growth tier beyond the APAC core.

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Competitive Landscape

The pharmaceutical market is moderately concentrated at the top end, where a limited group of global biopharma companies captures a large share of branded prescription value, but it remains fragmented across generics, biosimilars, and contract manufacturing. Competitive performance is increasingly uneven, because companies with GLP-1 therapies, oncology biologics, or rare-disease assets are attracting more capital and stronger commercial momentum than peers that remain exposed to older blockbuster portfolios. This is pushing the pharmaceutical market toward more targeted portfolio building rather than broad diversification. External innovation has become especially important, with licensing, bolt-on acquisitions, and platform access now playing a larger role in competitive positioning. As a result, the pharmaceutical market is rewarding companies that can combine laun

ch depth, specialty focus, and disciplined dealmaking.

Roche gave a clear example of that pattern in June 2026 when it entered a collaboration with Nurix Therapeutics to co-develop and co-commercialize bexobrutideg across malignant hematology, immunology, and neurology. Roche also moved into the data layer of precision medicine through its May 2026 agreement to acquire PathAI, which strengthened its diagnostics linkage to targeted therapies. Eli Lilly expanded beyond its strongest metabolic franchises by agreeing to acquire Kelon Therapeutics in April 2026 and by announcing 3 infectious disease acquisitions in May 2026, which broadened its exposure to cell and gene delivery, vaccines, and anti-infectives. AbbVie also reinforced its oncology position in January 2026 by licensing RemeGen's PD-1 and VEGF bispecific antibody for advanced solid tumors, which shows that Chinese-origin assets are becoming a more important part of global portfolio strategy.

Competition is not limited to M&A. Johnson & Johnson's March 2026 FDA approval for TECVAYLI plus DARZALEX Faspro improved its position in relapsed or refractory multiple myeloma and showed how incumbents are extracting more value from combination regimens. Novo Nordisk's March 2026 approval for Awiqli, the first once-weekly basal insulin for adults with type 2 diabetes, gave it a differentiated dosing position inside a mature segment. Gilead's April 2026 acquisition of Arcellx strengthened its role in cell therapy ahead of potential commercial launch in multiple myeloma, which shows that the pharmaceutical market still places a premium on advanced oncology platforms. Taken together, these moves show that the pharmaceutical market remains broad, but leadership is increasingly being decided by specialty depth, technology access, and speed in translating pipeline assets into commercial franchises.

Pharmaceutical Industry Leaders* AbbVie Inc.

* AstraZeneca PLC

* Boehringer Ingelheim International GmbH

* F. Hoffmann-La Roche Ltd

* Novo Nordisk A/S

* *Disclaimer: Major Players sorted in no particular order

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Recent Industry Developments* June 2026: Roche entered a collaboration with Nurix Therapeutics to co-develop and co-commercialize bexobrutideg, a BTK degrader, across malignant haematology, immunology, and neurology. Nurix received USD 700 million upfront with total potential deal value of up to USD 2.3 billion; this deepens Roche's targeted protein degradation capabilities in indications vulnerable to existing BTK inhibitor resistance.

* June 2026: FDA accepted Roche's New Drug Application for giredestrant, an oral SERD, under Priority Review for ER-positive early-stage breast cancer, with an approval decision expected by November 2026. Giredestrant, if approved, would represent the first oral SERD with positive Phase III results in the curative setting, potentially reshaping early breast cancer adjuvant therapy standards.

* May 2026: Eli Lilly announced agreements to acquire 3 infectious disease companies, Curevo Inc., LimmaTech Biologics AG, up to USD 780 million, and Vaccine Company Inc., up to USD 1.55 billion, expanding its pipeline into vaccine and anti-infective platforms and signalling a strategic diversification beyond its GLP-1 and oncology core.

* May 2026: Roche entered a definitive merger agreement to acquire PathAI, a U.S.-based digital pathology and AI diagnostics company, to integrate AI-enabled companion diagnostic algorithms into its diagnostics division. The transaction enhances

ances Roche's competitive positioning at the nexus of targeted therapy and precision diagnostics.

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Global Pharmaceutical Market Report ScopeThe pharmaceutical market refers to the global economic system in which companies research, develop, manufacture, distribute, and market drugs, vaccines, and other medical products to meet healthcare

needs. It is a highly regulated, competitive, and innovation-driven industry, essential for ensuring access to safe and effective medicines.

The pharmaceutical market is broadly segmented into several categories. By molecule type, it consists of Biologics and Biosimilars alongside Conventional Drugs. By product type, the market is divided into Branded and Generic medicines. By type, it includes Prescription Drugs and Over-the-Counter Drugs. In terms of indication, the market spans therapeutic areas such as Oncology, Cardiovascular Disease, Endocrinology, Immunology, Neurology, Infectious Diseases, Respiratory Diseases, and Other Indications. By distribution channel, the market is segmented into Hospital Pharmacies, Retail Pharmacies, and Online Pharmacies. Geographically, the market is divided into major regions: North America (United States, Canada, Mexico); Europe (Germany, United Kingdom, France, Italy, Spain, and Rest of Europe); Asia-Pacific (China, Japan, India, Australia, South Korea, and Rest of Asia-Pacific); Middle East & Africa (GCC, South Africa, and Rest of Middle East & Africa); and South America (Brazil, Argentina, and Rest of South America).

By Molecule Type
Biologics and Biosimilars |
Conventional Drugs |
By Product Type
Branded |
Generic |
By Type
Prescription Drugs |
Over-the-Counter Drugs |
By Indication
Oncology |
Cardiovascular Disease |
Endocrinology |
Immunology |
Neurology |
Infectious Diseases |
Respiratory Diseases |
Other Indications |
By Distribution Channel
Hospital Pharmacies |
Retail Pharmacies |
Online Pharmacies |
By Geography
North America | United States |
| Canada |
| Mexico |
Europe | Germany |
| United Kingdom |
| France |
| Italy |
| Spain |
| Rest of Europe |
Asia-Pacific | China |
| Japan |
| India |
| Australia |
| South Korea |
| Rest of Asia-Pacific |
Middle East & Africa | GCC |
| South Africa |
| Rest of Middle East & Africa |
South America | Brazil |
| Argentina |
| Rest of South America |
By Molecule Type | Biologics and Biosimilars |
| Conventional Drugs |
By Product Type | Branded |
| Generic |
By Type | Prescription Drugs |
| Over-the-Counter Drugs |
By Indication | Oncology |

- | Cardiovascular Disease |
- | Endocrinology |
- | Immunology |
- | Neurology |
- | Infectious Diseases |
- | Respiratory Diseases |
- | Other Indications |
- By Distribution Channel | Hospital Pharmacies |
- | Retail Pharmacies |
- | Online Pharmacies |
- By Geography | North America | United States |
- | | Canada |
- | | Mexico |
- | | Europe | Germany |
- | | United Kingdom |
- | | France |
- | | Italy |
- | | Spain |
- | | Rest of Europe |
- | | Asia-Pacific | China |
- | | Japan |
- | | India |
- | | Australia |
- | | South Korea |
- | | Rest of Asia-Pacific |
- | | Middle East & Africa | GCC |
- | | South Africa |
- | | Rest of Middle East & Africa |
- | | South America | Brazil |
- | | Argentina |
- | | Rest of South America |

Key Questions Answered in the ReportWhat is the current outlook for pharmaceutical market growth through 2031? The pharmaceutical market is valued at USD 1.89 trillion in 2026 and is forecast to reach USD 2.62 trillion by 2031 at a 6.73% CAGR.

Which therapy areas are driving the strongest expansion in pharmaceuticals? Oncology, immunology, and endocrinology, including diabetes and obesity and accounted for significant share of top-10 therapy area expansion.

Why is Asia-Pacific becoming more important for pharmaceutical companies? Asia-Pacific is the fastest-growing region at an 8.92% CAGR through 2031, supported by stronger healthcare demand, rising innovation in China, and growing supply chain relevance in India.

Are biologics taking share from conventional drugs in pharmaceuticals? Conventional drugs still led with 54.21% share in 2025, but biologics and biosimilars are growing faster at an 8.23% CAGR, which means more of future value growth is shifting toward complex therapies.

How are online pharmacies changing drug distribution? Retail pharmacies still led with 44.88% share in 2025, but online pharmacies are growing faster at an 8.12% CAGR as digital fulfillment becomes more common for OTC products and self-administered treatments.

What are the biggest risks facing pharmaceutical companies in 2026? The main risks are patent expiry, government pricing reform, payer pressure, and supply chain concentration, especially for companies that depend heavily on a narrow set of branded products.

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