

The Global Influenza Market

May 2018 • PHM049E • Melissa Elder

- The global influenza market totaled \$5.6 million in 2017 and is estimated to reach \$6.4 million by 2022, growing at a compound annual growth rate (CAGR) of 3.0% for the period of 2017-2022.
- Vaccines market totaled \$4.0 million in 2017 and is estimated to reach \$4.5 million by 2022, growing at a CAGR of 2.6% for the period of 2017-2022.
- Therapeutics market totaled \$1.1 million in 2017 and is estimated to reach \$1.3 million by 2022, growing at a CAGR of 4.0% for the period of 2017-2022.



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Chapter 1: Introduction

Influenza Overview

Influenza, also known as the flu, affects the upper respiratory tract and often the lungs. The infection typically lasts approximately one week, but without the use of medications the virus can continue to cause symptoms for two weeks or more. The young and the elderly are considered to be at a higher risk for both initial infection and secondary infections, mainly due to the vulnerable states of their immune systems. People with chronic diseases, such as cancer and HIV, are also at increased risk and contracting influenza can even be deadly.

Worldwide seasonal flu epidemics can total up to 15% of the population (upper-respiratory infection), of which around 3 million to 5 million cases are classified as severe. In December 2017, the World Health Organization (WHO) updated its earlier estimates to as many as 650,000 influenza-related deaths annually, with a range of 290,000 to 650,000 deaths from respiratory complications. This is up from the previous estimate of 500,000 deaths and a range of between 250,000 and 500,000 cases. The unpredictability of each influenza season can result in these figures ranging from the low to high end. In industrialized countries, most deaths occur in the over 65 years age group. The tropical regions of the world are the exception to seasonal outbreaks; they have a higher case-fatality ratio and people are infected more easily year-round.

In the U.S. alone, annual influenza rates total about 5% to 20% of the population, hospitalizes around 200,000 people, and causes an average of 36,000 deaths. General symptoms include muscle aches, runny nose, fever, tiredness, stomach symptoms, dry cough, sore throat, diarrhea, vomiting and nausea. Influenza is spread through person-to-person contact, or by a person touching an infected object. The most typical method of transmission is by moisture droplets being spread by coughing and sneezing.

Study Goals and Objectives

The Global Influenza Market: Vaccines, Therapeutics, and Diagnostics report is an update to the latest BCC Research edition published in 2017. This report provides an overview of existing commercial influenza treatment products and a detailed analysis of market position and competitive environments. The study includes information about products available, products in development, issues and trends influencing the market, and competitive analysis of top providers. There is a special emphasis on U.S. and European markets.

Reasons for Doing This Study

Annually, up to a half-million people die of influenza or related complications and, with the threat of a pandemic in any given year, government agencies and disease prevention organizations are focused on controlling potential outbreaks. The 2009 pandemic brought increased attention to surveillance measures, pandemic preparedness, vaccine production and antiviral control. It also revealed issues with laboratory capacity and the benefits of rapid testing in a pandemic situation.

Many companies have since been requested to assist in with the problem and others are furthering their position with backing from government agencies. During the start of the 2017-18 influenza season, cases

developed early and increased rapidly. Industry participants are preparing for a similar influenza season as the 2009-10 season as the number of infections and deaths climb in the early months of the 2017-2018 season.

The next five years will continue to show support and funding for research and development (R&D) programs, product development, and pandemic prevention and/or control by world governments, organizations and health professionals. To be competitive, companies need to be aware of the trends shaping the market and the current profile of players as well as where the market is heading.

Scope of Report

This BCC Research report is designed to be a helpful business tool that provides a thorough evaluation of the market for influenza vaccines, therapeutics and diagnostics. The geographic scope of this study is global, with emphasis on U.S. and European data. The report identifies markets in general segments: Vaccines, Therapeutics and Diagnostics. Each market segment discussion provides detailed information based on product categories, uses of products, forecasts and competitive analyses. Additionally, the study covers some of the most significant issues, trends and market factors.

Information Sources

Table A
Report Sources

Key Source
AstraZeneca
Australian Department of Health
Centers for Disease Control and Infection
CSL Limited
Department of Health and Social Care—United Kingdom
Food and Drug Administration
GlaxoSmithKline
Green Cross Biotherapeutics
Hologic
Mitsubishi Tanabe
Mylan
National Institutes of Health
Ology Bioservices
Pan American Health Organization
Pharmaceuticals and Medical Devices Agency - Japan
Roche
SA Scientific
Sanofi Pasteur
Seqirus
World Health Organization

Source: BCC Research

Methodology

The information for this BCC report was obtained through primary and secondary data collection methods. Primary sources include interviews with key representatives in the industry: product development managers, clinical specialists, government departments and other key representatives involved in the influenza industry. Secondary sources include published literature, investment reports, company literature and various business journals with a focus on influenza products, technology and related information.

Market data for this report pertains to the global market, with specific U.S. and European data included. All information is displayed using U.S. dollars at the manufacturers' level. The base year of the report is 2017, with historical data provided for the years 2010 through 2016, and forecast data provided for 2022. Historical, base year and forecast data are provided for each market segment of the report. Compound annual growth rates (CAGRs) are determined through a compilation of data, including past trends, future trends, demographics, incidence, mortality, products in R&D, current product growth, and government intervention and stockpiling trends. Competitor market share estimates are provided for each market segment for the 2017 base year.

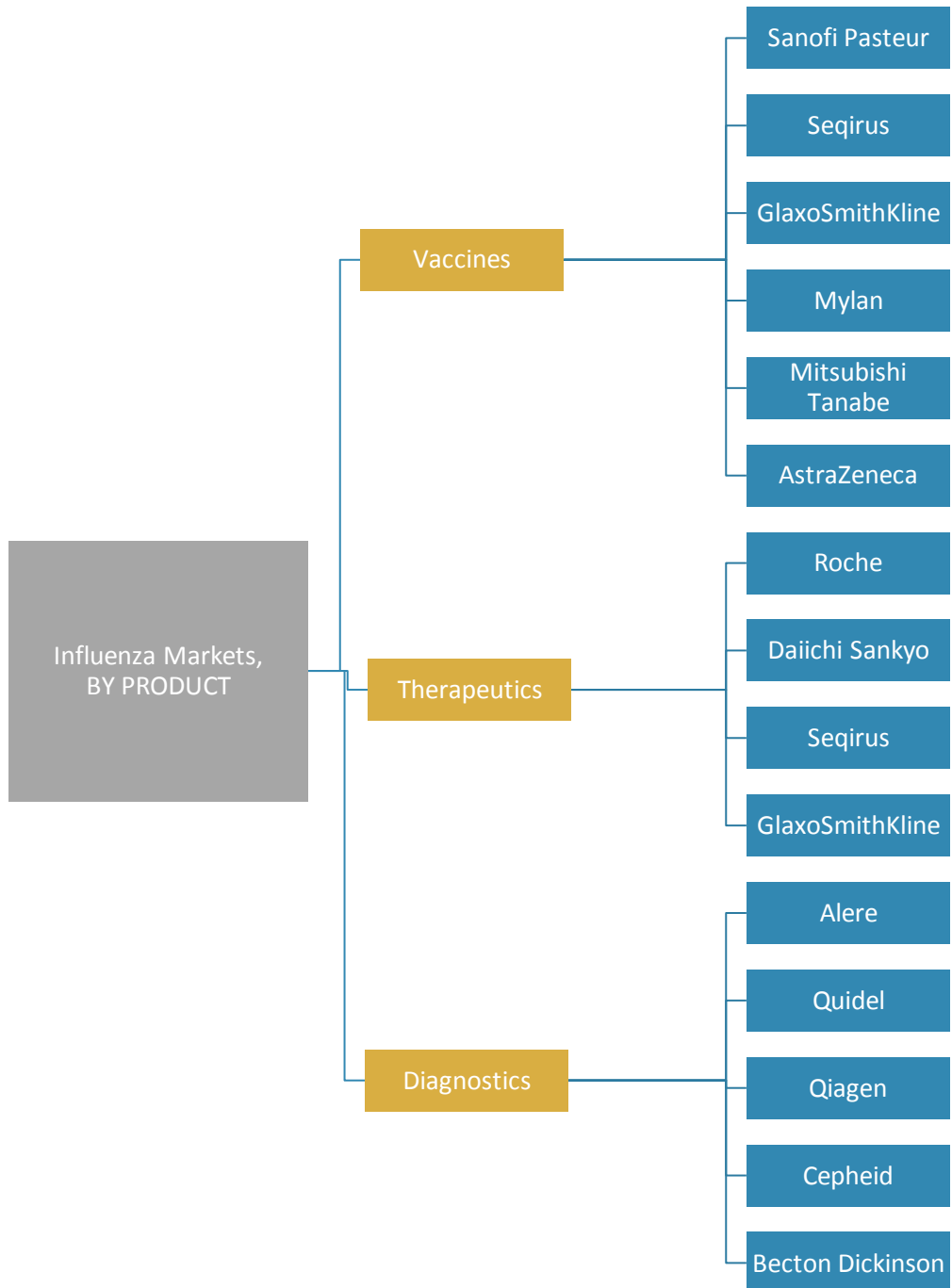
Geographic Breakdown

In this report, the geographic regions considered for market analysis include:

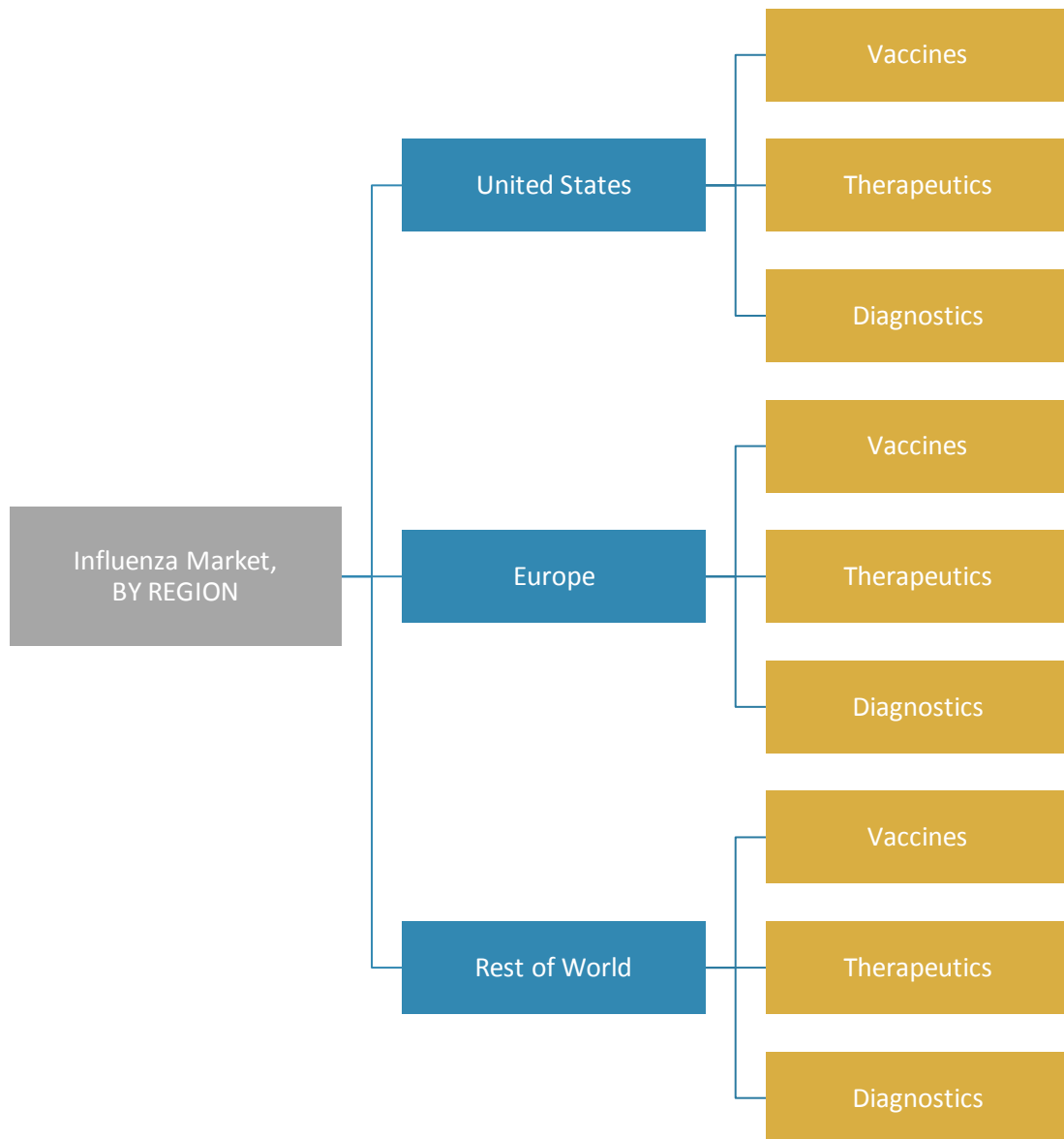
- United States.
- Europe.
- Rest of World.

Some additional coverage is available for specific countries, including the U.K., Germany, Australia, China, Japan and other important markets for market participants.

Influenza Markets, by Product



Influenza Markets, by Region



Analyst's Credentials

Melissa Elder is an experienced healthcare analyst specializing in medical treatments, equipment and devices. Ms. Elder holds a B.S. in business management and is currently working to complete her MBA in healthcare management. Ms. Elder has been involved in the healthcare industry since 1996 and has specialized in market research for the past 18 years, focusing on the areas of advanced medical technologies, biological products and animal health. In-depth analysis into more than 100 health-related topics has given Ms. Elder substantial insight into industry dynamics, market influences and the future direction of various health arenas. Her work in the medical community, including emergency room medical training and healthcare information system coordination, has enhanced her ability to provide insight into many healthcare specialties. She has authored several industry-specific documents and is a well-respected contributor to the market research community. Her writings are published in magazines, newspapers and professional journals. Ms. Elder is also an experienced custom market research writer, who has worked with a wide variety of clients.

Related BCC Research Reports

- PHM009H *Global Markets for Generic Drugs.*
- PHM014G *Global Markets for Vaccine Technologies.*
- PHM061D *Global Markets for Infectious Disease Treatments.*

Chapter 2: Summary and Highlights

The Influenza Market: Summary of Major Markets

The global influenza market—including vaccines, antivirals and diagnostic products—is estimated to be worth REDACTED in 2017 and is expected to rise to around REDACTED by 2022, increasing at a CAGR of REDACTED over the forecast period. The global aging population will be a significant driver in the growth of the market, boosting sales for products directed at preventive measures. In addition, global demand for vaccinations, treatments and diagnoses continue to show significant potential.

Three broad product segments are discussed in this report:

- Vaccines.
- Therapeutics.
- Diagnostics.

Within the vaccines segment, the market is further categorized in terms of supply type, market competitors and geographical region.

The therapeutics segment also includes market data and forecasts by competitor and geographical region.

The diagnostic segment includes conventional laboratory products and the high-growth segment of rapid testing products. Conventional laboratory markets are evaluated in market terms for consumables and equipment. The rapid test segment comprises waived and non-waived evaluations under the Clinical Laboratory Improvement Amendments (CLIA) of 1988. The market is also shown with a geographical market impact section.

Revenues for vaccines and therapies are expected to continue rising to reach combined sales of REDACTED by 2022. Demand will be supported by the global rise in the aging population, resulting in additional products needed for prevention and treatment; continued government stockpiling in certain areas; new technologies in vaccines and therapeutics; and educational efforts to promote prophylactic use of influenza products. The diagnostic segment will experience respectable growth of REDACTED over the forecast period, compounded annually.

All three segments are significantly impacted by seasonal factors and will be vulnerable to weak flu seasons. However, increased education efforts in influenza prevention through vaccine use will continue to be beneficial to vaccine product developers/marketers.

Several significant trends continue to influence the global influenza market, including:

- H1N1 outbreaks.
- Avian Flu surveillance.
- Antiviral resistance.
- Recreated viruses.

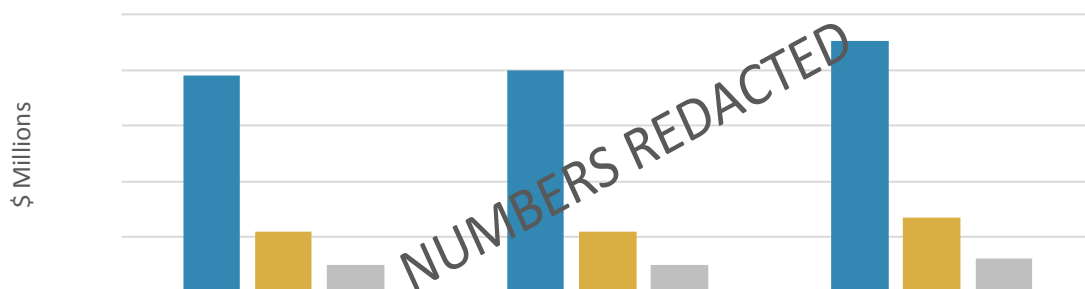
- Cell-based and recombinant products.
- Epidemic/pandemic preparedness.
- Immaterialized market risk.
- World influenza impact.
 - Seasonal.
 - Pandemic.

Summary Table
Global Influenza Market, by Product Type, Through 2022
(\$ Millions)

Type	2016	2017	2022	CAGR% 2017-2022
Vaccines	3,911			
Therapeutics	1,103			
Diagnostics	485			
Total	5,499			

Source: BCC Research

Summary Figure
Global Influenza Market, by Product Type, 2016-2022
(\$ Millions)



Source: BCC Research

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