

North America Branded Generics Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Therapeutic Application (Oncology, Cardiovascular Diseases, Diabetes, Neurology, Gastrointestinal Diseases, Dermatology Diseases, Analgesics & Anti-Inflammatory, and Others), Distribution Channel (Hospitals, Retail Pharmacies, Online Pharmacies, and Drug Stores), Drug Class (Alkylating Agents, Antimetabolites, Hormones, Antihypertensive, Lipid-Lowering Drugs, Antidepressants, Antipsychotics, Antiepileptic, and Others), and Formulation Type (Oral, Parenteral, Topical, and Others)

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Report description:

The branded generics market in North America is expected to grow from US\$ 73.15 billion in 2022 to US\$ 126.24 billion by 2028; it is estimated to grow at a CAGR of 9.5% from 2022 to 2028.

The increasing penetration of branded generics drives the growth of the North America branded generics market. According to a report by VOXEU, with healthcare budgets under pressure, switching to branded generics seems a natural cost saver. Branded generics are cheaper alternatives to branded medicines. Additionally, as per the data of FDA, more than 90% of the prescription in US were filled by generic drugs during year 2020. Further, according to the Association of the Accessible Medicine, in year 2020, the generic and biosimilar drugs saved US\$ 338 billion in US. Moreover, healthcare expenditure grew by 9.7% during the same

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year in US and reached US\$ 4.1 trillion. Further, a savings of US\$ 2.2 trillion is observed in healthcare expenditure during the last decade in US due to the availability of low-cost generics.

Further, the Association for Accessible Medicines report states that nearly 4 billion generic prescriptions were dispensed in 2018. According to the HSRII report, the US is the largest pharmaceutical market in the world (US\$ 325 billion), accounting for one-third of the overall pharmaceutical market, with generics accounting for 84% in terms of volume of sales and 28% in terms of sales value. Furthermore, branded generics utilization has increased among the population due to savings provided low cost alternatives and by the healthcare reimbursement system. On average, in 2019, the use of generic medicines saved US\$ 93 billion in Medicare savings and US\$ 48.5 billion in savings to Medicaid. Hence, the rising penetration of generics stimulates the growth of the overall branded generics market.

By introducing new features and technologies, vendors in the North America branded generics market can attract new customers and expand their footprints in emerging markets. This factor is likely to drive the market at a good CAGR during the forecast period.

North America Branded Generics Market Revenue and Forecast to 2028 (US\$ Billion)

North America Branded Generics Market Segmentation

The North America branded generics market is segmented on the basis of therapeutic application, distribution channel, drug class, formulation type, and country. Based on therapeutic application, the market is segmented into oncology, cardiovascular diseases, diabetes, neurology, gastrointestinal diseases, dermatology diseases, and analgesics and anti-inflammatory. In 2022, the others segment holds the largest share of the market. The market, by distribution channel, is segmented into hospital pharmacies, retail pharmacies, online pharmacies, and drug stores. The retail pharmacies segment holds the largest share of the market in 2022. The North America branded generics market, based on drug class, is segmented into alkylating agents, antimetabolites, hormones, anti-hypertensive, lipid lowering drugs, anti-depressants, anti-psychotics, anti-epileptic, and others. The others segment holds the largest share of the market in 2022. The market, based on formulation type, is segmented into oral, parenteral, topical, and other. In 2022, the oral segment holds the largest share of the market. Based on country, the North America branded generics market is segmented into the US, Canada, and Mexico. The US holds the largest market share in 2022.

Aspen Holdings, AstraZeneca, Bausch Health (Valeant Pharmaceuticals), Dr. Reddy's Laboratories Inc., GlaxoSmithKline plc, Hetero, Lupin, MYLAN N.V., Par Pharmaceuticals, Sandoz International GmbH, Sanofi, and TEVA PHARMACEUTICAL INDUSTRIES LTD. are among the leading companies in the branded generics market operating in this region.

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