

## **Von Willebrand Disease Treatment Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 111 pages | Mordor Intelligence

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### **Report description:**

The Von Willebrand disease treatment market is expected to register a CAGR of 6.5% during the forecast period (2022-2027).

The COVID-19 pandemic has significantly impacted the Von Willebrand disease treatment market. For instance, as per a September 2021 published article titled, "Role of von Willebrand Factor in COVID-19 Associated Coagulopathy," patients with COVID-19 have significantly elevated levels of the Von Willebrand factor (vWF) antigen, contributing to an increased risk of thrombosis seen in COVID-19 associated coagulopathy (CAC). As per the same source, the high levels of both vWF antigen and activity have been clinically correlated with worse outcomes. Thus, the demand for Von Willebrand disease treatment is anticipated to rise, thereby contributing to market growth. On the other hand, the lack of awareness and the high cost of the treatment are the factors hindering the market growth.

The major factors fueling the market growth are the increase in patient assistance programs and the growing healthcare expenditure.

In July 2021, the PAN Foundation opened a new patient assistance program for people living with the Von Willebrand disease. The patients who qualify for this program receive USD 10,200 per year in financial assistance to pay for the deductibles, co-pays, and coinsurance costs associated with the treatment for the disease. Another initiative is the Octapharma Co-Pay Assistance Program. This program is available through Factor My Way and provides eligible patients with significant savings on some of the costs associated with their treatment. Such programs propel the demand for the treatment of the Von Willebrand disease, thereby contributing to the growth of the market.

Thus, owing to the abovementioned factors, the market is expected to show growth over the forecast period. However, lack of

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awareness and high cost of treatment may hamper the growth of the market.

#### Von Willebrand Disease Treatment Market Trends

##### Replacement Therapy Segment Expected to Register Significant Growth Over the Forecast Period

The replacement therapy segment is anticipated to witness significant growth. Replacement therapy is referred to as the therapy involving the supply of a substance (such as a hormone or nutrient) lacking in or lost from the body. The major factors fueling the segment's growth are the number of people with Von Willebrand disease and the increasing number of product approvals.

As per the Annual Global Survey by the World Hemophilia Federation, in 2020, the total number of people identified with the Von Willebrand disease globally was 84,197. In addition, several market players are engaged in obtaining approvals for replacement therapies for the treatment of the Von Willebrand disease. For instance, in June 2021, Takeda Pharmaceutical Company Limited reported that the United States Food and Drug Administration (FDA) had accepted the supplemental Biologics License Application (sBLA) for VONVENDI [von Willebrand factor (Recombinant)] for review. This is meant for prophylactic treatment to prevent or reduce the frequency of bleeding episodes in adults (aged 18 years and older) with von Willebrand disease.

Thus, due to the above-mentioned factors, the segment is expected to witness significant growth over the forecast period.

##### North America Dominates the Market and Expected to do Same in the Forecast Period

Within North America, the United States holds the major share of the market. The major factors contributing to the market growth in the United States are the rising incidence of Von Willebrand disease, the growing number of strategic initiatives, and the growing number of patient assistance programs.

As per the Annual Global Survey by the World Hemophilia Federation, in 2020, the total number of people identified with Von Willebrand disorder in the United States was 8,919. Also, as per an April 2021 update by the Centers for Disease Control and Prevention (CDC), Von Willebrand disease is the most common bleeding disorder in the country. 3.2 million people (or around one person in every 100 people) in the United States have the disease. Therefore, there is a significant demand for the treatment of this disease in the United States, which contributes to the market growth.

There are several initiatives to raise awareness of the Von Willebrand disease. For instance, in August 2020, the National Hemophilia Foundation and Takeda partnered with Alex Borstein to raise awareness regarding the Von Willebrand disease.

Thus, due to the above-mentioned factors, the region is expected to witness significant growth during the forecast period.

#### Von Willebrand Disease Treatment Market Competitor Analysis

The Von Willebrand disease treatment market is competitive, with the presence of many global players. The most prominent players in the market are Bayer AG, CSL Behring, Ferring Pharmaceuticals, Grifols, Octapharma AG, Pfizer, Sanofi, Sun Pharmaceutical, and Takeda.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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