

## **Efficacy Testing Market - Growth, Trends, Covid-19 Impact, and Forecast (2023-28)**

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The efficacy testing market is expected to register a CAGR of more than 5.01% during the forecast period.

The onset of the COVID-19 pandemic garnered efficacy testing for pharmaceutical products such as vaccines, drugs, and other medical products. A large customer base has fueled the sales of disinfecting products to prevent the spread of COVID-19 in their households. Thus, several laboratories and companies conducted efficacy testing of products. According to an October 2022 ARIC article, alcohol-based hand sanitizers (ABHS) were considered the gold standard for hand disinfection, but the required pH, viscosity, and hydrogen peroxide content of ABHS are a few parameters that are related to the products' functionality and acceptability by the users. Therefore, paying attention to and exercising control over the product's efficacy and safety is necessary. This increased the efficacy of testing during the pandemic. Additionally, in current times, the production of pharmaceutical products has increased, with an increase in research and development (R&D) of COVID-19 vaccines and drugs. This creates demand for efficacy testing of pharmaceutical products, ultimately fueling the market growth.

The studied market growth can largely be attributed to the factors such as an increase in outsourcing of research and development by the pharmaceutical sector and increasing adoption of the quality by design (QbD) approach.

Outsourcing assists organizations in the pharmaceutical sector to reduce both their operational and manufacturing costs and thereby minimize financial risk. Thus, pharmaceutical companies are increasingly outsourcing R&D activities to private contract research organizations (CROs) as a strategy for conducting research and development activities. For instance, in September 2022, Emyria Limited, a clinical-stage biotechnology company collaborated with PsychoGenics, a neuroscience preclinical drug discovery and contract research organization (CRO). Under this collaboration, Emyria uses PsychoGenic's drug discovery platform, SmartCube, which is a next-generation automated testing platform. Such instances are expected to increase the demand for efficacy testing products, and hence, it is anticipated to contribute to market growth over the forecast period.

Additionally, the QbD approach is adopted because it improves the functionality of efficacy testing by allowing for a systematic

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

approach to drug development intended to enhance the quality by using analytical and risk management. Thus, the implementation of the QbD approach during efficacy testing enhances the development capability, speed, and formulation design. In addition, according to an article published in December 2021 in the AAPS open-access journal, the QbD strategy is known to have various benefits for the development of pharmaceutical products, including improved product and process expertise, reliable manufacturing processes, and regulatory flexibility regarding adjustments throughout the commercial phase with a significant focus on safety and efficacy testing. Thus, the demand for efficacy testing is increasing.

Moreover, according to the IFPMA's 2021 report, the annual R&D spending by the biopharmaceutical industry is 7.3 times higher than that of the aerospace and defense industries, 6.5 times more than the chemicals industry, and 1.5 times more than the software and computer services industry. The same source above also mentioned that the biopharmaceutical industry spent USD 196,000 million in 2021 and it is expected to increase to USD 213,000 million by 2024 over research and development activities. With increasing R&D in the biopharmaceutical industry for pharmaceutical product development, the adoption of the QbD approach is increasing among market players. This is expected to garner market growth. However, the high investment of time in testing procedures is likely to be an obstacle to growth.

## Efficacy Testing Market Trends

### Cosmetics and Personal Care Products Segment is Expected to Witness Significant Growth Over the Forecast Period

The cosmetics and personal care products by application segment is anticipated to witness significant growth over the forecast period. The clinical testing of cosmetic products not only verifies the performance and safety of the cosmetic items but also gives its packaging and marketing greater authority and credibility. Moreover, with the increasing usage of cosmetics and personal care products, the demand for the efficacy testing of these products is increasing and further driving the segment growth.

Consumers' buying behavior for cosmetics and personal care products increased significantly during the pandemic and is anticipated to persist over the forecast period. Therefore, several companies are focusing on the efficacy testing of cosmetic products. For instance, in February 2021, Codex Beauty launched a consumer-facing efficacy testing label to help consumers understand its testing process and product claims. Codex Beauty Labs will display an easy-to-read efficacy testing panel on the labels of future products to explain the quantitative data behind product testing.

Moreover, efficacy testing is a series of methods used in cosmetics product research and development and is carried out to verify the claims made on packaging or in marketing and to test the product's intended use. Additionally, to make sure that the cosmetic items are safe for consumers to use directly on their skin, preservative efficacy tests are also carried out on cosmetic products. Thus, the regulation of the tests is mandatory, and this is creating numerous opportunities for cosmetics product efficacy testing. For instance, in May 2021, China's Standards for Cosmetic Efficacy Claim Evaluation came into effect. According to it, cosmetic products with efficacy claims shall be supported by an efficacy evaluation. As per the standards, a summary of efficacy evaluation results will be made available to the public through an online platform specified by the National Medical Products Association (NMPA). The efficacy of products will be subject to the mandatory test standard in the safety and technical standards for cosmetics.

### North America is Expected to Witness a Significant Growth Over the Forecast Period

North America is expected to dominate the overall efficacy testing market throughout the forecast period. Factors such as increasing R&D and adoption of the QbD approach among the market players in the region are predicted to drive market growth.

The pharmaceutical industry in North America is focusing more on outsourcing activities to CROs for drug development. In addition, governments across the region are also investing heavily in contract development and manufacturing organizations

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

(CDMO), drug substance, and drug product manufacturing capacities. Recently HHS invested a hefty sum in Emergent BioSolutions to advance manufacturing capabilities and manufacturing capacity for a potential COVID-19 vaccine as well as therapeutics. In addition, Emergent BioSolutions signed an agreement with AstraZeneca to become the manufacturing partner for AstraZeneca's COVID-19 vaccine candidate. These CRO activities are anticipated to fuel market growth over the forecast period.

Furthermore, the presence of a well-established pharmaceutical industry in the region, the high R&D expenditure, the strong presence of major service providers, and the growing trend of outsourcing analytical testing by pharmaceutical and cosmetic companies in the region are several major factors that contribute to the overall market growth. For instance, according to the October 2022 update by OECD, pharmaceutical spending in the United States, Canada, and Mexico is 2.08, 1.72, and 1.34 (% of gross domestic product (GDP)), respectively. This shows the high involvement of major players, manufacturers, and government organizations in product development. This drives demand for efficacy testing services in countries across the region thereby driving the overall growth of the studied market.

Furthermore, according to the August 2021 update by FDA, access to the safest and cutting-edge pharmaceutical system benefits American consumers, thus pharmaceutical product development is increasing in the region. In addition, according to the source mentioned above, a drug must undergo testing before a pharmaceutical company may sell it in the United States. To demonstrate that the drug is safe and effective for its intended purpose, the manufacturer subsequently provides CDER with the results of these testing. Although CDER doesn't directly test pharmaceuticals, it undertakes some research on criteria for drug quality, safety, and effectiveness. The presence of such regulatory bodies to inspect pharmaceutical products is anticipated to fuel the studied market growth in the country.

#### Efficacy Testing Market Competitor Analysis

The efficacy testing market is moderately competitive. Major market players are competing against each other by expanding their product portfolios through in-house development or technological acquisitions. A few companies currently dominate the market. These companies include Eurofins Scientific, Charles River Laboratories, Lucideon Limited, WuXi Apptec, and Almac Group. The key players have been involved in various strategic alliances such as acquisitions, collaborations, and the launch of advanced services to secure their position in the global market.

#### Additional Benefits:

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

#### **Table of Contents:**

##### 1 INTRODUCTION

###### 1.1 Study Assumptions and Market Definition

###### 1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET DYNAMICS

###### 4.1 Market Overview

###### 4.2 Market Drivers

###### 4.2.1 R&D Outsourcing by Pharmaceutical Companies

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2.2 Increasing Adoption of QbD Approach
- 4.3 Market Restraints
  - 4.3.1 High Investment of Time and Capital in the Testing Procedures
- 4.4 Porter's Five Forces Analysis
  - 4.4.1 Bargaining Power of Suppliers
  - 4.4.2 Bargaining Power of Buyers/Consumers
  - 4.4.3 Threat of New Entrants
  - 4.4.4 Threat of Substitute Products
  - 4.4.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION (Market Size by Value - USD million)

- 5.1 By Service Type
  - 5.1.1 Antimicrobial Efficacy Testing
  - 5.1.2 Disinfectant Efficacy Testing
- 5.2 By Application
  - 5.2.1 Pharmaceutical Products
  - 5.2.2 Cosmetics and Personal Care Products
  - 5.2.3 Other Applications (Consumer Products & Medical Devices)
- 5.3 Geography
  - 5.3.1 North America
    - 5.3.1.1 United States
    - 5.3.1.2 Canada
    - 5.3.1.3 Mexico
  - 5.3.2 Europe
    - 5.3.2.1 Germany
    - 5.3.2.2 United Kingdom
    - 5.3.2.3 France
    - 5.3.2.4 Italy
    - 5.3.2.5 Spain
    - 5.3.2.6 Rest of Europe
  - 5.3.3 Asia-Pacific
    - 5.3.3.1 China
    - 5.3.3.2 Japan
    - 5.3.3.3 India
    - 5.3.3.4 Australia
    - 5.3.3.5 South Korea
    - 5.3.3.6 Rest of Asia-Pacific
  - 5.3.4 Middle East
    - 5.3.4.1 GCC
    - 5.3.4.2 South Africa
    - 5.3.4.3 Rest of Middle East
  - 5.3.5 South America
    - 5.3.5.1 Brazil
    - 5.3.5.2 Argentina
    - 5.3.5.3 Rest of South America

## 6 COMPETITIVE LANDSCAPE

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.1 Company Profiles
  - 6.1.1 Eurofins Scientific
  - 6.1.2 Charles River Laboratories
  - 6.1.3 Lucideon Limited
  - 6.1.4 WuXi AppTec
  - 6.1.5 Almac Group
  - 6.1.6 BluTest Laboratories, Ltd
  - 6.1.7 BIOSCIENCE LABORATORIES, LLC
  - 6.1.8 Abbott Analytical
  - 6.1.9 Pacific BioLabs
  - 6.1.10 Accugen Laboratories, Inc
  - 6.1.11 Intertek Group plc
  - 6.1.12 QIAGEN

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Efficacy Testing Market - Growth, Trends, Covid-19 Impact, and Forecast (2023-28)**

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

| Select license | License                  | Price     |
|----------------|--------------------------|-----------|
|                | Single User License      | \$4750.00 |
|                | Team License (1-7 Users) | \$5250.00 |
|                | Site License             | \$6500.00 |
|                | Corporate License        | \$8750.00 |
|                |                          | VAT       |
|                |                          | Total     |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-03-01"/> |
|               |                      | Signature                     |   |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

