

Europe, MEA Substance Abuse Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Europe, Middle East, and Africa substance abuse treatment market is expected to witness a CAGR of 9.0% over the forecast period.

Key Highlights

- COVID-19 had a significant impact on the Europe, Middle East, and Africa substance abuse treatment market since there was a big increase in binge drinking during COVID-19. For instance, as per the February 2021 update by Radox Technology, the impact of COVID-19 on drug usage in Europe varied depending on the drug in consideration. Overall, 51.6% of survey respondents reported increasing their drug or alcohol intake, and 57.3% reported using drugs more often.
- The main explanations for these trends are boredom and anxiety, most likely as a result of the imposed limits of severe lockdown measures. However, as the pandemic restrictions eased, the Europe, Middle East, and Africa substance abuse treatment market is expected to witness growth in the market due to the increase in awareness campaigns regarding substance abuse and the increase in substance dependence among the population.
- Certain factors that are driving the market growth include rising drug awareness campaigns and prevention programs, a high number of addicted populations, and a rise in research and development of substance abuse treatment. For instance, as per the European Drug Report 2022, approximately 83.4 million or 29 % of adults (aged 15-64) in the European Union were estimated to use an illicit drug, with more males (50.5 million) than females (33.0 million) reporting use. Cannabis remains the most widely consumed substance, with over 22 million European adults reporting its use in 2021. Hence, a high number of substances used in the European region is expected to increase the demand for substance abuse treatment over the forecast period.
- Furthermore, the rise in drug awareness campaigns and associated prevention programs is one of the primary factors linked to the growth of the market studied. It includes rising patient awareness, a higher treatment-seeking rate with increased government intervention, and encouragement to curb substance abuse in several countries. For instance, in May 2021, the

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National Rehabilitation Centre (NRC), a World Health Organization (WHO) Collaborating Centre of Excellence in the field of substance abuse in the Middle East, organized a capacity-building training event in the field of drug and alcohol abuse prevention. -Additionally, an increasing number of treatment centers that have collaborations with private recovery facilities are entering the market, thus helping in the expansion of treatment access to a higher number of people in society. For instance, in October 2022, the Gauteng Provincial Government launched the substance abuse helpline in line with Premier Panyaza Lesufi's commitment to intensify the fight against substance abuse across Gauteng.

-Hence, due to the increase in substance use and a rise in awareness programs against drug abuse, the studied market is likely to witness significant growth over the forecast period. However, the discontinuation of behavioral therapies and poor treatment compliance in some countries hinder the growth of the market studied.

Europe, MEA Substance Abuse Treatment Market Trends

Nicotine Replacement Treatment is Expected to Hold Significant Market Share in the Tobacco/Nicotine Addiction Treatment Segment

- Nicotine replacement therapy is a medically approved method of treating persons who have a tobacco use disorder by administering nicotine via a method other than tobacco. It is used to aid in the cessation of smoking or chewing tobacco. The nicotine replacement therapy segment is expected to hold a significant market share owing to factors such as an increase in tobacco use and a rise in awareness programs demonstrating the outcome of tobacco use.

- For instance, as per the Bill and Melinda Gates Foundation, Global Progress and Projections for Smoking, the age-standardized smoking prevalence among people ages 15 and older in Central Europe was 30% in 2021. Whereas in North Africa and the Middle East, the age-standardized smoking prevalence among people ages 15 and older was 19% in 2021.

- Nicotine replacement therapy (NRT) offers nicotine in the form of gum, patches, sprays, inhalers, or lozenges without other harmful chemicals in tobacco. The rise in product approvals and product launches in Europe and the Middle East is likely to drive market growth.

- For instance, in November 2022, Qnovia, Inc., a pharma company developing inhaled therapeutics with an initial focus on nicotine replacement therapy (NRT) and cardiopulmonary diseases, publicized their intention to pursue UK licensing by the Medicines and Healthcare Products Regulatory Agency (MHRA) as a medicine to aid in smoking cessation.

- Thus, due to the increase in tobacco use and a rise in product launches, the studied segment is likely to witness significant growth over the forecast period.

Europe is Anticipated to Hold a Significant Share in the Market Over the Forecast Period

In Europe, the United Kingdom is expected to witness notable market growth owing to the factors such as an increase in the prevalence of drug use, a rise in substance abuse awareness programs, and a surge in drug abuse treatment options across the region.

For instance, as per the Drug Misuse in England and Wales: year ending June 2022, the percentage of adults reporting drug use in the age groups of 16 to 59 years was 9.2%, or roughly 3 million adults, and 16 to 24 years was 18.6% or roughly 1.1 million adults in 2022. Hence, a rise in the utilization of drugs among the UK population increases the demand for deaddiction and treatment, thereby driving the market growth.

Moreover, an increase in awareness programs conducted by government agencies and key players is expected to drive market growth in the United Kingdom. For instance, in October 2022, Action on Addiction conducted its annual awareness week to

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address the complex causes of addiction and challenge the stigma surrounding it. In 2022, they focused on why addiction awareness matters and how tackling stigma and misunderstanding will help more people and families access the help they need. Hence, such campaigns to educate people regarding the harmful results of drug abuse and addiction are expected to increase the demand for substance abuse treatment over the forecast period. Furthermore, as per the December 2021 update by the Government of the UK, the Government funded GBP 780 million to rebuild the drug treatment system, in which the investment underpins a new ten-year strategy to tackle the scourge of drugs and prevent crime. The strategy also focused on every local authority in England to receive extra funding to combat drug and alcohol misuse over the next three years, with areas in greatest need receiving extra funding first.

Thus, due to the increase in substance use and a rise in awareness programs, the United Kingdom is likely to witness significant growth over the forecast period.

Europe, MEA Substance Abuse Treatment Industry Overview

The market is highly competitive and consists of several major players. Companies like Alkermes PLC, Abbvie (Allergan), GSK plc, Mallinckrodt LLC, Viatris, Pfizer Inc., Purdue Pharma LP, Sanofi, and Teva Pharmaceutical Industries Ltd, among others, hold a substantial share in the market studied.

Additional Benefits:

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

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