

Genital Warts Assessment, By Drug Type [Imiquimod, Podophyllin and Podofilox, Trichloroacetic Acid, Sine Catechins, Isotretinoin, Others], By Treatment [Cryotherapy, Laser Removal, Surgical Removal, Topical Treatment], By Route of Administration [Oral, Parenteral], By End-user [Hospitals, Dermatology Centers, Research Centers, Others], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

Global genital warts market is projected to witness a CAGR of 4.79% during the forecast period 2024-2031, growing from USD 2.01 billion in 2023 to USD 2.92 billion in 2031. The genital warts market is experiencing growth due to rising numbers of HPV cases, particularly in adults. In addition to government initiatives, advancing technology and efforts of R&D are also fueling the market greatly. HPV is seen to drastically rise in population all over the globe, leading to a rise in several genital warts cases as well. Technology is also advancing in terms of improved solutions to disease. The vaccine for HPV gives the body enough immunization to not let warts or other such STDs happen. The government is playing a major role in spreading awareness about getting vaccinations to avoid getting such diseases in the first place. Giving free vaccines in schools, and camps, and organizing rallies and camps to spread awareness are some of the government initiatives, which are offering lucrative market opportunities. In Canada, a statement was passed by the Minister of Health, the Minister of Mental Health and Addictions, and the Associate Minister of Health on Human Papillomavirus Prevention Week. It stated that vaccination is one of the best methods to avoid cancer and genital warts. The HPV vaccination is available at no cost through school-based clinics, public health clinics, or catch-up programs. It is advised for 9 to 14-year-olds as part of their usual vaccination schedule.

The efforts underway to reach the national goal of 90% immunization among Canadian youth by 2025 are heartening. 84% of 14-year-olds received an HPV vaccination in 2021, a considerable increase in males' HPV vaccination rates over the two years prior. Even if this objective can be attained, it is crucial to keep advocating for and supporting HPV vaccination for all kids.

Increasing Prevalence of Genital Warts

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Throughout the world, one of the most prevalent STDs is the genital warts caused due to human papillomavirus (HPV). While most HPV infections are benign and go away on their own, some virus strains can cause genital warts and several kinds of cancer. The global market for genital warts is expanding rapidly because of the growing interest in the creation of diagnostic instruments, vaccinations, and therapies due to the rising prevalence of HPV-related illnesses, including genital warts. Mortality rates have decreased because of early discovery and treatment made possible by routine screening with Pap smears and HPV testing. Highly contagious genital warts are known to be caused by HPV strains 6 and 11. They may not be fatal, but they can cause discomfort and reduce one's quality of life. The market for associated disorders with HPV, such as genital warts, is expected to increase significantly in the future as creative approaches to treating HPV-related illnesses become more and more in demand. There is hope that we may reduce the prevalence of such diseases and improve people's general health and well-being globally through ongoing research, immunization campaigns, and public awareness initiatives.

According to a study that was published in 2023 by The Lancet Global Health, nearly one in three men over the age of 15 have at least one genital human papillomavirus (HPV) type infection, and one in five have one or more of the high risks, or oncogenic, HPV kinds. These estimates highlight the significance of collaborative efforts to manage HPV infection and reduce the prevalence of HPV-related disease in both men and women. Such efforts are anticipated to increase market demand.

Technological Advancements

Better indication detection, treatment, and prevention have long been made possible by technological improvements in the healthcare sector. One such field is the treatment of diseases linked to the human papillomavirus (HPV), such as genital warts, where technology is having a big influence. Growing technological improvements have been a major factor in driving the global genital warts market in recent years. Developing more precise and accessible screening methods is one of the main ways that technology improvements are impacting the genital warts business. The main tools for identifying HPV and the disease associated with it have historically been Pap smears and HPV DNA testing. But more recent technologies have also surfaced, like molecular diagnostics and liquid-based cytology. The use of liquid-based cytology facilitates the identification of anomalies.

Conversely, molecular testing finds the virus' genetic makeup and yields more accurate results. These advanced screening techniques not only increase diagnosis accuracy, but also provide faster results. The development of vaccinations that specifically target HPV strains has been made possible by developments in molecular biology and genetic sequencing. The development of the HPV vaccination has revolutionized the fight against cervical cancer, genital warts, and other related conditions. The goal of ongoing research and development is to increase the effectiveness of vaccines and increase their use.

Teva Pharmaceuticals launched the first generic version of Absorica (isotretinoin) in April 2021, intended to treat severe, resistant nodular acne genital warts. Oral isotretinoin is an effective therapy option for patients with resistant facial plane genital warts.

Topical Treatment Method is Dominating the Global Market

Over the course of the projection period, the topical treatment segment is expected to grow at a rapid rate. Topical treatment is successful in managing HPV infections. They provide patients with an all-encompassing approach to medical therapy by treating the underlying virus as well as the symptoms. These treatments work by destroying the warts and stimulating the body's immune system to fight the virus. Some commonly used topical treatments include imiquimod, podofilox, and sinecatechins. Imiquimod is an immune response modifier that stimulates the body's immune system to attack the virus and is applied directly to the affected area.

In March 2020, Verrica Pharmaceuticals Inc. and Torii Pharmaceutical Co., Ltd. announced a collaboration and licensing agreement to create and commercialize product candidates, such as VP-102, for a topical cantharidin formulation intended to treat molluscum contagiosum and common genital warts in Japan.

North America to Dominate Genital Warts Market

With the biggest market share in terms of value, North America has emerged as the leading force in the global genital warts industry. The high incidence of HPV in the region is one of the main causes of North America's market domination in genital warts. Particularly in the United States, there is a significant HPV burden, with millions of new cases reported yearly. Due to the high prevalence, there is a sizable market for HPV-related goods and services due to the increasing demand for HPV diagnostic tests, vaccinations, and treatment options. Modern hospitals, cutting-edge diagnostic tools, and a highly qualified medical workforce are all part of North America's well-developed healthcare infrastructure. Efficient screening, diagnosis, and treatment of illnesses linked to HPV are made possible by this infrastructure. Moreover, with the state-of-the-art medical treatments and technologies,

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North America is the top choice for patients looking for HPV-related healthcare services that may include treatment of genital warts, cervical cancer, etc. According to the estimate by the Washington State Department of Health, the prevalence of genital HPV is becoming more and more common, with 14 million newly Americans contracting the virus annually and 79 million Americans currently suffering from HPV infection.

Future Market Scenario (2024 - 2031F)

The growing need to address a variety of symptoms that occur due to the HPV strains, especially genital warts, is driving the market growth. With the advent of new and improved technologies and well researched new drugs and vaccines that are available to everyone, the market will surely see expansion. Treatments like that of laser and surgery are also growing in popularity. They are expensive but because they provide quicker and better results, people are opting for laser despite its high cost. Global healthcare governing bodies are also launching several awareness campaigns to increase awareness related to genital warts among the general population in emerging countries, which, in turn, is acting as a significant market trend.

Key Players Landscape and Outlook

The global genital warts market is dominated by a few major players. Among the businesses that are presently governing the market shares are Pfizer Inc., Sanofi, Orgenesis biotech company, Teva Pharmaceutical Industries Ltd., Verrica Pharmaceuticals, Merck & Co., Inc, and Cipla Ltd. These companies are dominating the market due to their persistent efforts towards R&D, technological advancements, and reliable quality.

Affinivax, Inc. is a diagnostic biopharmaceutical firm based in Cambridge, Massachusetts. GSK plc agreed to buy it in May 2022 for a cash price of \$2.1 billion, with an extra \$1.2 billion possible if certain growth goals are met. Leading the charge in creating a cutting-edge pneumococcal vaccination for the future is Affinivax.

Eli Lilly and UNICEF signed a new partnership in September 2021 with the goal of improving health outcomes for 10 million children and adolescents with serious non-communicable diseases (NCDs) by 2025. Lilly has pledged \$14.4 million as part of this cooperation to support UNICEF's ongoing initiatives in particular nations targeted at reducing NCD risk factors.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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