

Genital Herpes Market Assessment, By Type [Diagnosis, Treatment], By Route of Administration [Oral, Injectable, Topical], By End-user [Hospital Pharmacies, Retail Pharmacies, Online Pharmacies, Others], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

Global genital herpes market is projected to witness a CAGR of 5.24% during the forecast period, 2024-2031, growing from USD 2.25 billion in 2023 to USD 3.39 billion in 2031. The global genital herpes market is shaped by various factors. These include an increase in the prevalence of genital herpes, a rise in awareness, increasing demand for topical medications, innovations in HSV diagnosis, development of acyclovir-resistant HSV infections, and increased focus on research.

The rise in the prevalence of genital herpes is one of the most important factors. Millions of people are afflicted with STDs globally, and the number of cases is rising. Consequently, there is an increasing need for efficient therapies and drugs to control the signs and stop the spread. Growing awareness of genital herpes is another aspect influencing the global genital herpes market. The need for education and preventative measures is growing as more people are becoming aware of the dangers and repercussions of genital herpes. Funding for research and development of novel therapies and diagnostic instruments has increased.

The market for topical treatments for genital herpes is expanding due to the rising consumer demand propelling the growth of the global genital herpes market. Many patients choose topical therapies as they are simple to use and may be administered directly to the area that is affected. As a result, new topical drugs with reduced side effects and increased effectiveness have been developed. The global genital herpes market is being shaped by developments in HSV diagnosis. More rapid and accurate viral detection is possible with the development of new diagnostic techniques, which will enable early diagnosis and treatment.

The emergence of HSV infections resistant to acyclovir is another reason propelling the expansion of global genital herpes market. Novel and creative treatments are required to control the infection as the virus gets more resistant to conventional ones. Lastly, the market for genital herpes is expanding due to the greater emphasis on research. The likelihood of discovering novel treatments and cures increases with increased funds and resources allocated to research and development. These variables are

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influencing the global genital herpes market and propelling business expansion.

For instance, in September 2023, the U.S. National Institutes of Health laid out a strategic plan for Herpes Vaccine Research. The plan outlines a framework for HSV research with four strategic priorities, from expanding the understanding of the biology, pathophysiology, and epidemiology of HSV, quickening the pace of research to enhance HSV diagnosis, refining treatment approaches while pursuing a cure, and promoting research to prevent HSV infection.

Increase in the Prevalence of Genital Herpes

The global genital herpes market is expanding at a significant rate due to the increasing prevalence of genital herpes. The growing number of cases drives the treatment demand, which opens new markets for pharmaceuticals, diagnostics, and related services. Based on current estimates, over 500 million individuals globally suffer from genital herpes. The estimated prevalence of herpes rose with age as it is a lifetime infection and WHO African Region (AFRO) and women had a higher prevalence of HSV-2. Biologic vulnerability to HIV and HSV-2 is higher in women. Women in the WHO Africa Region are most likely to be exposed to HIV and have high HSV-2 prevalence, which increases their chance of contracting HIV and has detrimental effects on their health and well-being. Herpes symptoms can be more severe and frequent among those who have both HSV-2 and HIV, or who are coping with other illnesses that affect their immune systems.

Rise in Awareness

The expansion of awareness campaigns is one of the major factors driving the global genital herpes market. The market for genital herpes is anticipated to expand steadily as awareness grows and with a focus on prevention, early diagnosis, and efficient management techniques. The need for education, prevention techniques, and treatment choices increases as public knowledge of STDs, particularly genital herpes, rises. Due to increased awareness, appropriate behavior and a proactive attitude towards sexual health are encouraged, which propels the expansion of global genital herpes market. Governmental and healthcare organizations' initiatives help educate people and become more informed about infection and motivated them to seek medical attention as soon as possible.

The United Nations Fund for Population Activities (UNFPA) introduced "Just Ask!" in July 2023 as a chatbot to raise awareness of sexual and reproductive health and rights in India. It is a digital engagement platform powered by artificial intelligence (AI) designed to educate teenagers and young adults about their rights and sexual and reproductive health. Experts from UNFPA on sexual and reproductive health created the chatbot, which was released in close cooperation with the Madhya Pradesh government's Department of Public Health and Family Welfare and the National Health Mission (NHM).

Increasing Demand for Topical Medications

The growing demand for topical medications is increasing the market size of genital herpes globally. Herpes simplex virus infections of the skin, mucous membranes, and genitals are treated with topical medicine. Due to their advantages over oral treatments, topical therapies are becoming more and more popular in the global genital herpes market. Topical drugs are easier to apply than tablets or capsules since they are typically available in cream, gel, or ointment forms. Topical formulations are appealing to patients and healthcare professionals due to benefits such as convenience and ease of administration. Topical treatments can be applied directly to the lesion or affected area, offering faster relief and possibly fewer side effects than oral medications, which must first travel through the digestive system before reaching the infection site.

For instance, Zydus Lifesciences declared in March 2023 that has received the US Food and Drug Administration's (USFDA) final approval for Acyclovir Cream. Acyclovir is a member of the antiviral drug class. Acyclovir lotion is used to treat genital herpes.

Innovations in HSV Diagnosis

The global genital herpes market is undergoing a revolution due to the advancements in diagnosis techniques that are greatly improving patient results. The developments improve the effectiveness of diagnosis and the management and control of diseases, which in turn improves patient care and quality of life. Early diagnosis of HSV infections is now possible due to the development of faster and more reliable testing techniques, which lower the risk of transmission and enable timely treatment commencement. Innovative diagnostic technologies are boosting demand for genital herpes testing and treatment options, influencing the future landscape of the market by helping healthcare providers diagnose HSV infections more accurately.

The Truenat HSV 1/2 herpes test was introduced in January 2023 by Molbio Diagnostics. Approved by the Central Drug Standard Control Organisation (CDSCO), it is an RT-PCR test for herpes diagnosis that uses chips. There is no need for additional setup or equipment because the test is compatible with the current Truelab infrastructure.

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Growing European Market

The global genital herpes market is growing significantly in Europe for several reasons. Large healthcare budgets are allotted in nations like Germany and the United Kingdom, allowing for investments in R&D and access to cutting-edge genital herpes therapies. Increased knowledge and understanding of genital herpes in these nations motivate people to seek prompt medical care, which fuels demand for genital herpes treatments and aids in the growth of the global genital herpes market. Furthermore, Europe's strict regulatory environment encourages market expansion. It is anticipated that the region will continue to grow steadily due to its favorable high level of awareness of cutting-edge STD treatment alternatives and patient demographics. AiCuris, a German clinical-stage biopharmaceutical company, announced in July 2023 that it was concentrating on producing Pritelivir, a treatment for acyclovir-resistant herpes simplex virus infections, in phase 3 of development, to further strengthen its pipeline for infectious diseases.

Future Market Scenario (2024 – 2031F)

□ Social media and digital health platforms that educate young people about sexual and reproductive health are becoming more and more popular, which is contributing to the growth of the worldwide genital herpes market.

□ Robotic process automation is increasingly being used in the manufacturing of drugs used for treatment of genital herpes which will drive the global genital herpes market in the future.

□ AI-based digital diagnostic tools are increasingly being used for screening and diagnosing STIs driving the global genital herpes market.

□ The rise in the global genital herpes market will be fueled by changing lifestyles, as higher infection rates will lead to increased need for treatment.

Key Players Landscape and Outlook

Cooperation among academic institutions, healthcare providers, and other industry players is common in global genital herpes market. Small and medium-sized businesses are working together to make use of each other's experience, gain access to more resources, and broaden their reach in the market. These businesses have a competitive edge due to their capacity to introduce novel, efficient treatments to the market. Collaborations aid in the creation of novel antiviral medications, therapeutic vaccinations, and creative delivery methods, among other forms of new medical treatments. Patents and intellectual property rights give businesses protection and exclusivity for their creative treatment ideas, which makes them competitive.

A collaborative agreement to develop, produce, and market live vaccines against herpes simplex viruses (HSV-1 and HSV-2) in China was announced in October 2023 by Shenzhen Mellow Hope Pharm Industrial Co., Ltd. (MH) and Rational Vaccines (RVx).

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