

**Allergy Immunotherapy Market By Type (Subcutaneous Immunotherapy, Sublingual Immunotherapy) , By Application (Allergy Rhinitis, Asthma, Food Allergy, Others) By Distribution Channel (Hospital Pharmacies, Retail, Online Pharmacies) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

Market Report | 2024-07-01 | 216 pages | Allied Market Research

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**Report description:**

The allergy immunotherapy market was valued at \$1.8 billion in 2023, and is projected to reach \$4.9 billion by 2033, growing at a CAGR of 10.4% from 2024 to 2033.

Allergy immunotherapy is a preventative treatment for allergies that aims to mitigate the severity of allergic reactions to specific allergens such as house dust mites, bee venom, and grass pollens. This therapy involves gradual increase in administration of doses of the allergen to which an individual is allergic, thus making the immune systems less sensitive to the allergen and reducing the symptoms of allergy. The therapy can lead to long-term relief and decreased dependence on allergy medications. The growth of the global allergy immunotherapy market is majorly driven by alarming rise in the prevalence of allergic conditions such as allergic rhinitis, asthma, and food allergies coupled with increase in awareness about allergy immunotherapy among patients and healthcare providers. Based on a 2011 study published in the White Book on Allergy, the prevalence rate of allergic rhinitis from 1% to 18%, skin allergies from 2% to 10%, and asthma ranges from 1% to 20% in various populations. Moreover, increase in preference of patients for effective and long-term solutions to allergy management fosters the demand for allergy immunotherapy, which significantly contributes toward the growth of the market. Furthermore, increase in trend toward personalized medicine is driving the demand for tailored immunotherapy treatments that address individual patient needs and specific allergies, which fosters the market growth. However, high cost of the associated with allergy immunotherapy and increase in concerns about the side effects of the treatment act as the key deterrent factors of the market. On the contrary, increase in healthcare expenditure in emerging markets is facilitating the access to advanced treatments like allergy immunotherapy, which is expected to offer remunerative opportunities for the growth of the market during the forecast period. Moreover, advancements in immunotherapy techniques, such as the development of sublingual immunotherapy and improved formulations of

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subcutaneous immunotherapy, are making treatments more effective and accessible, which are expected to open new avenues for the market growth.

The global allergy immunotherapy market is segmented into type, application, distribution channel, and region. On the basis of type, the market is categorized into subcutaneous immunotherapy and sublingual immunotherapy. By application, it is segregated into allergy rhinitis, asthma, food allergy, and others. Depending on distribution channel, it is fragmented into hospital pharmacies, retail, and online pharmacies. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

#### Key Findings

On the basis of type, the subcutaneous immunotherapy (SCIT) segment held the highest market share in 2023.

By application, the allergic rhinitis segment is expected to exhibit highest growth rate by 2033.

Depending on distribution channel, the hospital pharmacies segment is anticipated to gain high prominence during the forecast period.

Region wise, North America is projected to dominate the allergy immunotherapy market in the coming years.

#### Competition Analysis

Competitive analysis and profiles of the major players in the global allergy immunotherapy market include Torii Pharmaceutical Co., Ltd., Biomay AG, ALK-Abello A/S, Allergy Therapeutics, Allovate, LLC, HAL Allergy Group, Jubliant Pharma, Leti Pharma, Merck KGaA, and Stallergenes Greer. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and garner a strong foothold in the global market.

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#### Key Market Segments

##### By Type

- Subcutaneous Immunotherapy
- Sublingual Immunotherapy

##### By Application

- Allergy Rhinitis
- Asthma

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- Food Allergy
  - Others
- By Distribution Channel
- Hospital Pharmacies
  - Retail
  - Online Pharmacies
- By Region
- North America
  - U.S.
  - Canada
  - Mexico
  - Europe
  - France
  - Germany
  - Italy
  - Spain
  - UK
  - Rest of Europe
  - Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Rest of Asia-Pacific
  - LAMEA
  - Brazil
  - South Africa
  - Saudi Arabia
  - Rest of LAMEA
  - Key Market Players
  - Torii Pharmaceutical Co., Ltd.
  - Biomay AG
  - ALK-Abello A/S
  - Allergy Therapeutics
  - Allovate, LLC
  - HAL Allergy Group
  - Jubliant Pharma
  - Leti Pharma
  - Merck KGaA
  - Stallergenes Greer

**Table of Contents:**

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits

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#### 1.4. Research Methodology

##### 1.4.1. Primary Research

##### 1.4.2. Secondary Research

##### 1.4.3. Analyst Tools and Models

#### CHAPTER 2: EXECUTIVE SUMMARY

##### 2.1. CXO Perspective

#### CHAPTER 3: MARKET LANDSCAPE

##### 3.1. Market Definition and Scope

##### 3.2. Key Findings

###### 3.2.1. Top Investment Pockets

###### 3.2.2. Top Winning Strategies

##### 3.3. Porter's Five Forces Analysis

###### 3.3.1. Bargaining Power of Suppliers

###### 3.3.2. Threat of New Entrants

###### 3.3.3. Threat of Substitutes

###### 3.3.4. Competitive Rivalry

###### 3.3.5. Bargaining Power among Buyers

##### 3.4. Market Dynamics

###### 3.4.1. Drivers

###### 3.4.2. Restraints

###### 3.4.3. Opportunities

#### CHAPTER 4: UNDERGROUND MINING MARKET, BY PRODUCT

##### 4.1. Market Overview

###### 4.1.1 Market Size and Forecast, By Product

##### 4.2. Supported

###### 4.2.1. Key Market Trends, Growth Factors and Opportunities

###### 4.2.2. Market Size and Forecast, By Region

###### 4.2.3. Market Share Analysis, By Country

##### 4.3. Unsupported

###### 4.3.1. Key Market Trends, Growth Factors and Opportunities

###### 4.3.2. Market Size and Forecast, By Region

###### 4.3.3. Market Share Analysis, By Country

##### 4.4. Caving

###### 4.4.1. Key Market Trends, Growth Factors and Opportunities

###### 4.4.2. Market Size and Forecast, By Region

###### 4.4.3. Market Share Analysis, By Country

#### CHAPTER 5: UNDERGROUND MINING MARKET, BY OPERATOR

##### 5.1. Market Overview

###### 5.1.1 Market Size and Forecast, By Operator

##### 5.2. Contract Mining

###### 5.2.1. Key Market Trends, Growth Factors and Opportunities

###### 5.2.2. Market Size and Forecast, By Region

###### 5.2.3. Market Share Analysis, By Country

##### 5.3. Operator Mining

###### 5.3.1. Key Market Trends, Growth Factors and Opportunities

###### 5.3.2. Market Size and Forecast, By Region

###### 5.3.3. Market Share Analysis, By Country

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## CHAPTER 6: UNDERGROUND MINING MARKET, BY APPLICATION

### 6.1. Market Overview

#### 6.1.1 Market Size and Forecast, By Application

### 6.2. Coal Mining

#### 6.2.1. Key Market Trends, Growth Factors and Opportunities

#### 6.2.2. Market Size and Forecast, By Region

#### 6.2.3. Market Share Analysis, By Country

### 6.3. Metal Mining

#### 6.3.1. Key Market Trends, Growth Factors and Opportunities

#### 6.3.2. Market Size and Forecast, By Region

#### 6.3.3. Market Share Analysis, By Country

### 6.4. Mineral Mining

#### 6.4.1. Key Market Trends, Growth Factors and Opportunities

#### 6.4.2. Market Size and Forecast, By Region

#### 6.4.3. Market Share Analysis, By Country

### 6.5. Others

#### 6.5.1. Key Market Trends, Growth Factors and Opportunities

#### 6.5.2. Market Size and Forecast, By Region

#### 6.5.3. Market Share Analysis, By Country

## CHAPTER 7: UNDERGROUND MINING MARKET, BY REGION

### 7.1. Market Overview

#### 7.1.1 Market Size and Forecast, By Region

### 7.2. North America

#### 7.2.1. Key Market Trends and Opportunities

#### 7.2.2. Market Size and Forecast, By Product

#### 7.2.3. Market Size and Forecast, By Operator

#### 7.2.4. Market Size and Forecast, By Application

#### 7.2.5. Market Size and Forecast, By Country

#### 7.2.6. U.S. Underground Mining Market

##### 7.2.6.1. Market Size and Forecast, By Product

##### 7.2.6.2. Market Size and Forecast, By Operator

##### 7.2.6.3. Market Size and Forecast, By Application

#### 7.2.7. Canada Underground Mining Market

##### 7.2.7.1. Market Size and Forecast, By Product

##### 7.2.7.2. Market Size and Forecast, By Operator

##### 7.2.7.3. Market Size and Forecast, By Application

#### 7.2.8. Mexico Underground Mining Market

##### 7.2.8.1. Market Size and Forecast, By Product

##### 7.2.8.2. Market Size and Forecast, By Operator

##### 7.2.8.3. Market Size and Forecast, By Application

### 7.3. Europe

#### 7.3.1. Key Market Trends and Opportunities

#### 7.3.2. Market Size and Forecast, By Product

#### 7.3.3. Market Size and Forecast, By Operator

#### 7.3.4. Market Size and Forecast, By Application

#### 7.3.5. Market Size and Forecast, By Country

#### 7.3.6. France Underground Mining Market

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- 7.3.6.1. Market Size and Forecast, By Product
- 7.3.6.2. Market Size and Forecast, By Operator
- 7.3.6.3. Market Size and Forecast, By Application
- 7.3.7. Germany Underground Mining Market
  - 7.3.7.1. Market Size and Forecast, By Product
  - 7.3.7.2. Market Size and Forecast, By Operator
  - 7.3.7.3. Market Size and Forecast, By Application
- 7.3.8. Italy Underground Mining Market
  - 7.3.8.1. Market Size and Forecast, By Product
  - 7.3.8.2. Market Size and Forecast, By Operator
  - 7.3.8.3. Market Size and Forecast, By Application
- 7.3.9. UK Underground Mining Market
  - 7.3.9.1. Market Size and Forecast, By Product
  - 7.3.9.2. Market Size and Forecast, By Operator
  - 7.3.9.3. Market Size and Forecast, By Application
- 7.3.10. Rest of Europe Underground Mining Market
  - 7.3.10.1. Market Size and Forecast, By Product
  - 7.3.10.2. Market Size and Forecast, By Operator
  - 7.3.10.3. Market Size and Forecast, By Application
- 7.4. Asia-Pacific
  - 7.4.1. Key Market Trends and Opportunities
  - 7.4.2. Market Size and Forecast, By Product
  - 7.4.3. Market Size and Forecast, By Operator
  - 7.4.4. Market Size and Forecast, By Application
  - 7.4.5. Market Size and Forecast, By Country
  - 7.4.6. China Underground Mining Market
    - 7.4.6.1. Market Size and Forecast, By Product
    - 7.4.6.2. Market Size and Forecast, By Operator
    - 7.4.6.3. Market Size and Forecast, By Application
  - 7.4.7. Japan Underground Mining Market
    - 7.4.7.1. Market Size and Forecast, By Product
    - 7.4.7.2. Market Size and Forecast, By Operator
    - 7.4.7.3. Market Size and Forecast, By Application
  - 7.4.8. India Underground Mining Market
    - 7.4.8.1. Market Size and Forecast, By Product
    - 7.4.8.2. Market Size and Forecast, By Operator
    - 7.4.8.3. Market Size and Forecast, By Application
  - 7.4.9. South Korea Underground Mining Market
    - 7.4.9.1. Market Size and Forecast, By Product
    - 7.4.9.2. Market Size and Forecast, By Operator
    - 7.4.9.3. Market Size and Forecast, By Application
  - 7.4.10. Rest of Asia-Pacific Underground Mining Market
    - 7.4.10.1. Market Size and Forecast, By Product
    - 7.4.10.2. Market Size and Forecast, By Operator
    - 7.4.10.3. Market Size and Forecast, By Application
- 7.5. Latin America
  - 7.5.1. Key Market Trends and Opportunities

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- 7.5.2. Market Size and Forecast, By Product
- 7.5.3. Market Size and Forecast, By Operator
- 7.5.4. Market Size and Forecast, By Application
- 7.5.5. Market Size and Forecast, By Country
- 7.5.6. Brazil Underground Mining Market
  - 7.5.6.1. Market Size and Forecast, By Product
  - 7.5.6.2. Market Size and Forecast, By Operator
  - 7.5.6.3. Market Size and Forecast, By Application
- 7.5.7. Argentina Underground Mining Market
  - 7.5.7.1. Market Size and Forecast, By Product
  - 7.5.7.2. Market Size and Forecast, By Operator
  - 7.5.7.3. Market Size and Forecast, By Application
- 7.5.8. Rest of Underground Mining Market
  - 7.5.8.1. Market Size and Forecast, By Product
  - 7.5.8.2. Market Size and Forecast, By Operator
  - 7.5.8.3. Market Size and Forecast, By Application
- 7.6. Middle East And Africa
  - 7.6.1. Key Market Trends and Opportunities
  - 7.6.2. Market Size and Forecast, By Product
  - 7.6.3. Market Size and Forecast, By Operator
  - 7.6.4. Market Size and Forecast, By Application
  - 7.6.5. Market Size and Forecast, By Country
  - 7.6.6. South Africa Underground Mining Market
    - 7.6.6.1. Market Size and Forecast, By Product
    - 7.6.6.2. Market Size and Forecast, By Operator
    - 7.6.6.3. Market Size and Forecast, By Application
  - 7.6.7. UAE Underground Mining Market
    - 7.6.7.1. Market Size and Forecast, By Product
    - 7.6.7.2. Market Size and Forecast, By Operator
    - 7.6.7.3. Market Size and Forecast, By Application
  - 7.6.8. Saudi Arabia Underground Mining Market
    - 7.6.8.1. Market Size and Forecast, By Product
    - 7.6.8.2. Market Size and Forecast, By Operator
    - 7.6.8.3. Market Size and Forecast, By Application
  - 7.6.9. Rest of Middle East And Africa Underground Mining Market
    - 7.6.9.1. Market Size and Forecast, By Product
    - 7.6.9.2. Market Size and Forecast, By Operator
    - 7.6.9.3. Market Size and Forecast, By Application

## CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## CHAPTER 9: COMPANY PROFILES

- 9.1. BHP

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- 9.1.1. Company Overview
- 9.1.2. Key Executives
- 9.1.3. Company Snapshot
- 9.1.4. Operating Business Segments
- 9.1.5. Product Portfolio
- 9.1.6. Business Performance
- 9.1.7. Key Strategic Moves and Developments
- 9.2. Anglo American PLC.
- 9.2.1. Company Overview
- 9.2.2. Key Executives
- 9.2.3. Company Snapshot
- 9.2.4. Operating Business Segments
- 9.2.5. Product Portfolio
- 9.2.6. Business Performance
- 9.2.7. Key Strategic Moves and Developments
- 9.3. Rio Tinto
- 9.3.1. Company Overview
- 9.3.2. Key Executives
- 9.3.3. Company Snapshot
- 9.3.4. Operating Business Segments
- 9.3.5. Product Portfolio
- 9.3.6. Business Performance
- 9.3.7. Key Strategic Moves and Developments
- 9.4. Vale SA
- 9.4.1. Company Overview
- 9.4.2. Key Executives
- 9.4.3. Company Snapshot
- 9.4.4. Operating Business Segments
- 9.4.5. Product Portfolio
- 9.4.6. Business Performance
- 9.4.7. Key Strategic Moves and Developments
- 9.5. Implats Platinum Limited
- 9.5.1. Company Overview
- 9.5.2. Key Executives
- 9.5.3. Company Snapshot
- 9.5.4. Operating Business Segments
- 9.5.5. Product Portfolio
- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments
- 9.6. MMC Norilsk Nickel PJSC
- 9.6.1. Company Overview
- 9.6.2. Key Executives
- 9.6.3. Company Snapshot
- 9.6.4. Operating Business Segments
- 9.6.5. Product Portfolio
- 9.6.6. Business Performance
- 9.6.7. Key Strategic Moves and Developments

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- 9.7. Amur Minerals Corporation
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments
  - 9.7.5. Product Portfolio
  - 9.7.6. Business Performance
  - 9.7.7. Key Strategic Moves and Developments
- 9.8. Alcoa Corporation
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. The Redpath Group
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio
  - 9.9.6. Business Performance
  - 9.9.7. Key Strategic Moves and Developments
- 9.10. GBF Underground Mining Company Limited
  - 9.10.1. Company Overview
  - 9.10.2. Key Executives
  - 9.10.3. Company Snapshot
  - 9.10.4. Operating Business Segments
  - 9.10.5. Product Portfolio
  - 9.10.6. Business Performance
  - 9.10.7. Key Strategic Moves and Developments

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