

## **Genitourinary Drugs Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

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### **Report description:**

The Global Genitourinary Drugs Market size exceeded USD 28.7 billion in 2023 and will record over 2.3% CAGR between 2024 and 2032. Innovative hormonal therapies are driving industry growth by offering more effective and safer options.

Recent advancements in oncology, particularly in prostate cancer therapeutics, are significantly impacting the market. For instance, in March 2024, Bristol Myers Squibb announced FDA approval for Opdivo (nivolumab) combined with cisplatin and gemcitabine for first-line treatment of adult patients with unresectable or metastatic urothelial carcinoma (UC). This approval is set to enhance the company's competitive position and market reach.

The market is segmented by drug type into hormonal therapy, anti-infectives, and other drug types. Hormonal therapy serves as a primary treatment for advanced prostate cancer, often utilizing androgen deprivation therapy (ADT) to lower testosterone levels. The global rise in prostate cancer incidence is increasing the demand for hormonal therapies.

Long-acting depot formulations, which require less frequent dosing, improve patient compliance and treatment outcomes, further driving market growth. The aging global population is also raising the demand for hormonal therapies to manage hormone-related genitourinary disorders such as prostate cancer and benign prostatic hyperplasia (BPH).

In terms of applications, the urinary tract infections (UTIs) segment held over 31% market share in 2023. Public health campaigns have increased awareness of UTI symptoms and complications, leading to higher diagnosis rates. Early diagnosis and treatment are crucial, boosting the demand for UTI medications and driving market growth. Many patients experience recurrent UTIs, necessitating repeated treatments. This high recurrence rate fuels the demand for long-term and prophylactic therapies, contributing to market growth.

North America genitourinary drugs market is projected to grow at a CAGR of 2.1%, reaching USD 15.4 billion by 2032. The U.S. market, a significant segment of the pharmaceutical industry, is driven by a high prevalence of genitourinary disorders, advanced healthcare infrastructure, and ongoing research and development. The increasing incidence of lifestyle-related disorders such as obesity and diabetes is linked to a rise in genitourinary conditions, further fueling market growth. Regulatory approvals by the U.S. Food and Drug Administration (FDA) play a crucial role in shaping the market landscape, with new drug approvals expanding treatment options.

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