Von Willebrand Disease Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 135 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Von Willebrand Disease Treatment Market Analysis

The Von Willebrand disease treatment market stood at USD 2.40 billion in 2025 and is on track to reach USD 3.29 billion by 2030, translating into a 6.5% CAGR over the forecast window. Uptake of curative gene therapies, rapid adoption of AI-supported diagnostics, and payer acceptance of value-based reimbursement are accelerating revenue growth, while hospital formularies increasingly favor recombinant, pathogen-free concentrates over plasma-derived options. Expansion of federal patient-assistance schemes in North America, wider newborn genetic screening in Asia-Pacific, and fast-track review of subcutaneous desmopressin nano-formulations also deepen addressable demand. Gene therapies such as Pfizer's BEQVEZ and CSL Behring's HEMGENIX, both cleared in 2024-2025, create the prospect of one-time interventions that reduce lifelong factor consumption. Despite strong momentum, the Von Willebrand disease treatment market still contends with under-diagnosis in low-income geographies, high upfront gene-therapy costs, and temperature-sensitive supply chains for plasma products.

Global Von Willebrand Disease Treatment Market Trends and Insights

Growing Patient-Assistance & Charitable-Access Schemes

Federal funding for 141 Hemophilia Treatment Centers lets providers dispense discounted factor products under the 340B program, reducing out-of-pocket costs and improving adherence. State action, such as California's All Copays Count law, further lowers financial hurdles, while CMS has steadily raised the clotting-factor furnishing fee, ensuring predictable reimbursement.

These measures make therapies accessible to underserved patients, sustaining demand across the Von Willebrand disease treatment market. Replication of this multi-stakeholder model in Europe and emerging economies is expected to widen global reach. Charitable foundations also finance prophylaxis for uninsured adults, boosting treatment volume.

Rising Diagnosis From Wider Prophylactic Genetic Screening

Countries adding dried-blood-spot biomarker panels to newborn screening achieve 95% detection accuracy for bleeding disorders that routine tests miss. Asia-Pacific health ministries are scaling similar programs, doubling the recognized VWD population in pilot provinces. Sweden's inclusion of NT-proBNP and IL-1 RL1 biomarkers illustrates how early detection shifts identification to infancy, prompting timely intervention and enlarging the Von Willebrand disease treatment market. Together with ATHN's natural-history registry, real-world outcome data now drives payer coverage for proactive treatments. The diagnostic surge builds a stable pipeline of patients requiring lifelong or curative therapies.

Persistent Under-Diagnosis In Low-Income Geographies

Many developing countries identify fewer than 10% of expected cases, curbing demand growth for therapies. Limited laboratory capacity, scarce coagulation reagents, and low clinician awareness mean VWD symptoms are often misattributed to gynecological or infectious conditions. Investment priorities favor communicable diseases, delaying introduction of specialist diagnostics. International donor partnerships remain small-scale, so coverage gaps are unlikely to close quickly, weighing on the global Von Willebrand disease treatment market.

Other drivers and restraints analyzed in the detailed report include:

Increasing Hospital Adoption Of Recombinant VWF-Only Concentrates / FDA Fast-Track For Sub-Cutaneous DDAVP Nano-Formulations / High Lifetime Therapy Cost Despite Biosimilar Entries /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Type 1 VWD generated 72.35% of global revenue in 2024, anchoring the Von Willebrand disease treatment market size for that year. Prevalent mild phenotypes rely on affordable desmopressin, sustaining predictable volumes. Acquired VWD, while smaller today, delivers the fastest expansion at 11.25% CAGR through 2030 as oncologists and cardiologists test patients pre-procedure. Type 2 sub-variants together add clinical complexity because they require concentrate prophylaxis; Type 2A cases especially benefit from recombinant VWF-only products that restore high-molecular-weight multimers, reducing annual bleed rate.

The severe but rare Type 3 cohort incurs disproportionate costs due to intensive factor infusions and orthopedic surgeries, highlighting reimbursement challenges in emerging economies. Long-term center experience shows persistent under-diagnosis across all types, prompting calls for registry expansion and payer support for genetic testing. Growing awareness of drug-induced VWD in aging populations further enlarges the Von Willebrand disease treatment market.

The Von Willebrand Disease Treatment Market Report is Segmented by Disease Type (Type 1, Type 2, Type 3, and Acquired VWD), Treatment Type (Desmopressin, VWF/FVIII Combination Concentrates, Recombinant VWF-Only Concentrates, and More), Route of

Administration (Oral, Intravenous, and More), and Geography (North America, Europe, Asia-Pacific, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America contributed 38.82% of 2024 revenue, underpinned by 340B discounts and comprehensive treatment-center networks that guarantee product access. Gene therapy reimbursement frameworks emerge first in the United States, enabling earlier adoption and supporting premium pricing. Canada trails slightly due to provincial formulary reviews but benefits from centralized plasma procurement.

Europe exhibits high recombinant uptake as national payers demand virus-safe concentrates, yet stringent health-technology assessments delay some novel therapies. Western European markets negotiate risk-sharing deals for gene therapy, tying payment to sustained factor independence, which shapes purchasing dynamics in the Von Willebrand disease treatment market. Eastern Europe faces tighter budgets and slower diagnostic rollout, creating a two-tier landscape within the region.

Asia-Pacific leads growth with a 10.61% CAGR through 2030 because regulators are streamlining review pathways and governments are investing in local manufacturing. China, India, and South-Korea expand newborn-screening panels and subsidize concentrate imports, driving double-digit volume gains. South America, notably Brazil, leverages centralized purchasing and clinical-protocol standardization to broaden access despite economic constraints. In contrast, Middle East and Africa progress is hampered by diagnostic and cold-chain deficits, although recombinant price declines could unlock latent demand later in the forecast.

List of Companies Covered in this Report:

CSL Behring / Takeda (Shire) / Octapharma / Grifols / Sanofi / Pfizer / Ferring Pharmaceuticals / Bio Products Laboratory / Bayer / Novo Nordisk / Kedrion Biopharma / LFB Group / ADMA Biologics / CSL Vifor / Aptevo Therapeutics / Kamada Ltd / Biotest /

Additional Benefits:

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

Table of Contents:

Von Willebrand Disease Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 135 pages | Mordor Intelligence

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-03
		Signature