

Allergy Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 135 pages | Mordor Intelligence

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Report description:

Allergy Treatment Market Analysis

The Allergy treatment market was valued at USD 22.76 billion in 2025 and estimated to grow from USD 24.49 billion in 2026 to reach USD 35.24 billion by 2031, at a CAGR of 7.58% during the forecast period (2026-2031). Accelerated disease prevalence, climate-driven allergen amplification, and breakthrough biologics are collectively lifting demand, while new digital-health models broaden access and adherence. Competitive intensity has sharpened since omalizumab won the first multi-food indication, drawing both large pharmaceutical firms and nimble biotech entrants into direct rivalry. Regulatory initiatives that speed biosimilar substitution add price pressure yet simultaneously stimulate innovation in delivery technology, immunotherapy personalization, and patient-centric care. Geographic divergence remains pronounced: North America sustains spending leadership on biologics, whereas Asia-Pacific records the fastest uptake of immunotherapy as urbanization deepens sensitization levels.

Global Allergy Treatment Market Trends and Insights

Rising Prevalence of Allergic Rhinitis & Asthma

Surging urban air pollution fuels oxidative stress that flips immune responses toward a TH2 profile, anchoring demand for prescription antihistamines, leukotriene antagonists, and biologics in the Allergy treatment market. Megacities from Beijing to Delhi report sensitization rates exceeding 50%, while cost burdens in the United States already surpass USD 3.4 billion annually.

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The global scope of rhinitis, affecting up to 30% of adults and 40% of children, makes it the single largest patient pool and a reliable revenue base.

Increasing Patient Preference for Self-Medication & OTC Drugs

Better tolerated second-generation antihistamines and intranasal corticosteroids have migrated from prescription to OTC status, widening consumer reach and lifting overall transaction volumes in the Allergy treatment market. Retail shelf prominence aligns with digital symptom checkers, steering mild sufferers toward self-directed care and decongestant combinations. Short diagnostic wait times in community pharmacies further cement this behavior, especially across North America and Western Europe.

Escalating Uptake of Low-Cost Biosimilars Eroding Price/Margins

Interchangeable omalizumab and a wave of ustekinumab biosimilars cut unit prices by up to 40%, compressing top-line growth for originators within the Allergy treatment market. Europe's tender systems hasten penetration, while emerging economies embrace cost-relief as gateways to biologic access. Originators respond with device upgrades and real-world-evidence dossiers to justify premium positioning.

Other drivers and restraints analyzed in the detailed report include:

Growing Investments in Novel Therapeutics & Biologics
Expansion of Online-to-Home SLIT Tele-Care Platforms
Low Patient & HCP Awareness of AIT Long-Term Benefits

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

Segment Analysis

Rhinitis contributed 41.08% to the Allergy treatment market share in 2025, capitalizing on its high global prevalence and multi-modal therapy toolkit. Over-the-counter antihistamines, intranasal corticosteroids, and SLIT tablets form the therapeutic spine, while biologics gain traction in severe poly-sensitized cohorts. Seasonal and perennial variants jointly sustain an expansive prescription base, guaranteeing baseline demand regardless of emergent treatment classes.

Food allergy, the fastest-growing segment at 9.22% CAGR to 2031, benefits from the first disease-modifying biologic clearance and a broad pipeline of oral immunotherapy combinations. Epidemiological recognition of adult-onset allergy enlarges eligibility pools, and school-based anaphylaxis protocols amplify prophylactic prescriptions. Eye, skin, asthma, and other niche allergies round out the segment landscape, each adding volume through fortified diagnostic vigilance and cross-indication biologic use.

Anti-allergy drugs maintained 64.89% of the Allergy treatment market share in 2025, bolstered by favorable reimbursement, OTC prominence, and maturing generics. Second-generation antihistamines, topical corticosteroids, and leukotriene blockers together form a stable revenue stream that cushions price swings in novel categories.

Immunotherapy is slated for a 10.12% CAGR through 2031, reflecting payer recognition of long-term cost efficiency and rising patient preference for home-based SLIT regimens. Clinical guidelines standardize dosing and duration, minimizing variability and elevating clinician confidence. Subcutaneous protocols remain the gold standard for maximized efficacy in high-risk patients, while combination biologic-SLIT strategies emerge for complex multi-sensitizations, strengthening the Allergy treatment market size proposition.

The Allergy Treatment Market Report is Segmented by Allergy Type (Eye Allergy, Rhinitis, Asthma, Skin Allergy, Food Allergy, and

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More), Treatment (Anti-Allergy Drugs and Immunotherapy), Dosage Form (Tablets & Capsules, Nasal Sprays, and More), Distribution Channel (Hospital Pharmacies, Online Pharmacies, and More), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America's 37.84% Allergy treatment market share in 2025 stems from extensive insurance coverage, early biologic adoption, and concentrated specialist networks. The United States spearheads regulatory firsts that propagate to other regions, positioning domestic manufacturers for early revenues and prolonging lifecycle advantages. Biosimilar penetration remains moderate given substitution hesitancy and REMS constraints, preserving price integrity for innovators.

Asia-Pacific's 9.31% CAGR through 2031 outpaces all other regions, driven by urbanization-linked sensitization surges, rising disposable incomes, and expanded public-health insurance that covers select immunotherapies. House-dust-mite sensitization exceeds 90% in atopic cohorts, steering demand for region-matched allergen extracts and fueling collaborative distribution deals such as ALK-Abello's tie-up with Abbott. Mobile-first healthcare adoption accelerates SLIT tele-care in metropolitan clusters, broadening therapy reach.

Europe shows mature penetration but faces price compression under biosimilar-friendly tender frameworks. The region leads standardization of immunotherapy quality and pharmacovigilance, contributing to sustainable but restrained revenue growth. Middle East & Africa and South America present emergent opportunities with gradually improving specialty-care infrastructure, though economic and supply-chain volatility temper near-term traction.

List of Companies Covered in this Report:

ALK-Abello Abbvie Allergy Therapeutics plc Bausch Health Alembic Pharmaceuticals Ltd. Roche Nicox GlaxoSmithKline Johnson & Johnson Laboratorios Leti S.A. Novartis Sanofi Teva Pharmaceutical Industries Merck Stallergenes Greer Cipla AstraZeneca Pfizer Regeneron Pharmaceuticals Bayer

Additional Benefits:

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

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6.3.13 Teva Pharmaceutical Industries

6.3.14 Merck KGaA

6.3.15 Stallergenes Greer

6.3.16 Cipla Ltd.

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