Global Allergic Rhinitis Market; by Type (Seasonal, Perennial and Non allergic rhinitis), by Treatment (Antihistamines, Decongestants, Eye drops, Nasal sprays and others) and by Test (Skin Test, IgE RAST Test and Complete Blood Count) - Forecast to 2023

Market Synopsis for Global Allergic Rhinitis Market

Sources: Medline Plus Medical Encyclopedia, WHO, Healthline.

Market Scenario

The common name for allergic rhinitis is hay fever. It is diagnosed when symptoms appear which includes itchy nose, mouth, eyes, throat, skin, as well as other parts of the body; along with this other symptoms includes running nose, sneezing, watery eyes, problem during smelling, cough and sore throat. The causes of allergic rhinitis are allergens which includes pollen, mould, animal dander, and dust. The body releases chemicals that cause allergy symptoms. Hay fever and allergies is an inherited disease and if parents have their offspring will most likely inherit it. The chance increases if mother has allergies. The allergy or hay fever can be avoided by preventing...
one from coming in contact with allergen. Also some preventive measure like washing the bed sheets and blankets regularly must be followed along with using clean handkerchief and clothes. Some people are also allergic to soaps and some food which can cause allergic rhinitis. They can use alternate product which will not cause them allergic rhinitis. The market of Allergic Rhinitis is growing. The trend of using nasal sprays and inhalers is increasing since these products are easy to use, they are handy and provides quick relief. The market of allergic rhinitis will grow at the CAGR of 7% during the forecasted period of 2017 to 2023. The market is likely to achieve $15 billion by 2023.

**Study objectives**

- To provide detail analysis of the market structure along with estimated future growth for the next 7 years about various segments and sub-segments of the global allergic rhinitis market.

- To provide insights about factors affecting the market's growth.

- To analyze the global allergic rhinitis market based on various analyses which includes price analysis, supply chain analysis, Porters Five Force analysis etc.

- To provide past and estimated future revenue of the market's segments and sub-segments with respect to four main geographies and their countries which includes Americas, Europe, Asia-Pacific along with Middle East & Africa.

- To provide country level analysis of the market with respect to the current market size and future growth prospect.

- To provide country level analysis of the market's segments which includes by type, by treatment and by region.

- To provide overview of key players and their strategic profiling in the market by comprehensively analyzing their core competencies and drawing a competitive landscape of the market.

- To track and analyze developments which are competitive in nature such as joint ventures, strategic alliances, mergers and acquisitions, new product developments along with research and developments currently taking place in the global allergic rhinitis market.
Intended Audience

- Medical research and development institutes
- Pharmaceutical companies
- Biopharmaceutical companies
- Herbal and ayurveda companies

FIGURE: GLOBAL ALLERGIC RHINITIS MARKET SHARE BY TYPE, 2016 (%)

Segments:

The market of allergic rhinitis is segmented into types, by treatment and by test. The types of the allergic rhinitis includes seasonal, perennial and non-allergic rhinitis. On the basis of the treatment the segmentation is done into antihistamines, decongestants, eye drops, nasal sprays, immunotherapy, sublingual immunotherapy (SLIT) and home remedies. The antihistamine segment is further sub-segmented into drugs like allegra, clarinex, xyzal and zyrtec. The decongestants segment is also sub-segmented into afrin nasal spray, sudafed, sudafed PE and zyrtec-D. On the basis of test the segmentation is done into skin tests, IgE RAST test and complete blood count.

Regional analysis:

Geographically, the region of this market is segmented into four major region, they are America, Europe, Asia-Pacific along with Middle East and Africa. The North America is dominating the global allergic rhinitis market. The U.S. has the highest number of hay fever incidences. The second largest market of global allergic rhinitis market is Europe. The Asia Pacific allergic rhinitis market is recently witnessing a high growth due to greater awareness about this disease and its treatment. The rising incidence of allergic rhinitis in this region is because of increasing population. Japan has the highest incidence of allergic rhinitis after US.
Key players of Global Allergic Rhinitis Market:

Some of the global and local players are engaged in the Allergic Rhinitis those are, Merck (US), GSK (UK), Sanofi (France), Cigna (USA), Himalaya (India), J&J (US), Chong kun Dang Pharmaceutical Corp. (South Korea), Faes, Farma (Spain), Glenmark Pharmaceutical (India), Hisamitsu Pharmaceutical Co.in (Japan), Ampio pharmaceutical Inc. (US), Olain Farm (Lavtvia) and others.

The report for Global Allergic Rhinitis Market by Market Research Future comprises of extensive primary research along with the detail analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain a deeper insight of the market and industry performance. The report gives a clear picture of current market scenario which includes past and estimated future market size with respect to value and volume, technological advancement, macro economical and governing factors in the market. The report provides detail information about and strategies used by top key players in the industry. The report also gives a broad study of the different market segments and regions.

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