







# Pertussis Therapeutic Market Growth Driven by Novel Vaccine Development

The Pertussis Therapeutic Market encompasses a range of preventive and treatment solutions—primarily acellular vaccines, combination vaccine formulations, booster doses, and supportive antibiotic therapies—designed to curb *Bordetella pertussis* infections. [Pertussis Therapeutic Market](#) therapeutic products offer high safety profiles, strong immunogenicity, and ease of integration into existing immunization schedules, supporting improved patient compliance and stronger herd immunity. With pertussis outbreaks resurging in both developed and emerging regions, there is a pressing need for next-generation boosters and adjuvanted formulations to overcome waning immunity and address antigenic shifts. Enhanced market insights reveal growing healthcare expenditure, rising awareness of respiratory diseases, and robust market research driving new product launches. As public health agencies and vaccine manufacturers collaborate, the market scope expands through strategic partnerships and licensing agreements.

The pertussis therapeutic market is estimated to be valued at USD 3.94 Bn in 2025 and is expected to reach USD 5.05 Bn by 2032, growing at a compound annual growth rate (CAGR) of 3.6% from 2025 to 2032.

## Key Takeaways

Key players operating in the Pertussis Therapeutic Market are

- Tianjin CanSino Biotechnology,
- ILiAD Biotechnologies,
- GlaxoSmithKline (GSK),
- Sanofi,
- AstraZeneca.

These market companies leverage extensive market research and business growth strategies to enhance market share, optimize production pipelines, and strengthen their global footprint. Their combined industry share underscores the competitive landscape and sets benchmarks for R&D investment, regulatory compliance, and market revenue performance.

Growing demand for pertussis therapeutics is driven by increasing incidence of whooping cough in adults and infants, shifting demographics, and heightened surveillance programs. Rising awareness among healthcare providers and patients about market drivers such as waning vaccine-induced immunity and antibiotic resistance fuels expansion in both mature and emerging markets. Market dynamics reveal a steady uptick in booster vaccination campaigns, school-based immunization drives, and government-sponsored public health initiatives, all contributing to sustained market growth and improved market forecast accuracy.

Technological advancement within the pertussis segment includes the development of recombinant protein vaccines, novel adjuvant systems, and mRNA-based platforms that promise enhanced efficacy and accelerated manufacturing. Digital health tools—such as electronic immunization registries and telemedicine platforms—are streamlining cold-chain logistics and patient adherence tracking. These innovations reflect evolving market trends and market opportunities, positioning the segment at the forefront of industry trends in vaccine design and personalized medicine.

## Market Trends

Two key trends are reshaping the Pertussis Therapeutic Market. First, the shift from whole-cell to acellular and recombinant pertussis vaccines addresses market restraints related to adverse reactions, offering cleaner antigen profiles and improved safety. Second, there is a growing emphasis on maternal immunization strategies to confer passive immunity to newborns, supported by comprehensive market analysis and immunization guidelines. Together, these trends highlight an industry shift toward targeted

