

THE FUTURE OF MEDICINE IS TARGETED



WHAT IS TARGETED DRUG DELIVERY?

It is a method that empowers the introduction of a therapeutic substance in the body and enhances the efficacy and safety by controlling the rate, time, and place of release of drug in the body.

SOCIETAL INNOVATION



Reduced side effects: By minimizing the exposure of healthy tissues to medications, targeted drug delivery systems reduce the occurrence of side effects.

Enhanced efficacy: Targeted drug delivery ensures that medications reach their intended site of action, increasing their efficacy.



Reduced healthcare costs: Fewer complications and hospital readmissions result in significant cost savings.



ECONOMIC INNOVATION



Market Growth: The worldwide drug delivery systems market was worth around **€38 Billion** in 2022 and is expected to reach roughly **€78 Billion** by 2032.

Job Creation: The healthcare sector is projected to see the fastest employment growth between 2022 and 2032 due to the increasing prevalence of chronic conditions, such as **heart disease, stroke, cancer, and diabetes**.



Investment Opportunities: High potential for returns on investment in innovative drug delivery systems (**ROI for investors could reach 20% annually**).



MARKET CREATION



New Startups: Biotech startups are increasingly recognizing the need for international expansion to maximize the reach and impact of targeted therapies.

Market Segmentation: Growth is driven by technologies such as nanoparticles and liposomes in cancer and cardiovascular diseases.



Innovation and Incentives: Europe accelerates targeted drug delivery with the **EMA's PRIME scheme, Horizon Europe's funding, and the Innovative Medicines Initiative**.

