

Global Pancreatic Cancer Precision Medicine Market Size, Share & Trends Analysis by Therapeutic Approach (Targeted Therapy, Immunotherapy, Chemotherapy-Precision Combinations), Diagnostic Technology, and Regional Forecasts 2022-2032

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Abstracts

The global pancreatic cancer precision medicine market was valued at USD 551.01 million in 2023 and is projected to reach USD 2676.98 Million by 2032, expanding at a CAGR of 19.2% from 2024 to 2032. The growing demand for targeted therapies, immunotherapies, and biomarker-driven treatment strategies is significantly enhancing survival rates while minimizing treatment-related side effects. The increasing adoption of next-generation sequencing (NGS), molecular diagnostics, and liquid biopsy technologies is transforming pancreatic cancer detection and treatment by enabling personalized medicine approaches tailored to individual patient profiles.

The rising incidence of pancreatic cancer, driven by an aging population and lifestyle-related factors, is accelerating market demand. According to Cancer Australia, 4,641 new pancreatic cancer cases were diagnosed in 2024. The demand for innovative precision treatments is surging as pharmaceutical companies, biotech firms, and research institutions expand their efforts in clinical trials and drug discovery. Regulatory agencies such as the FDA and EMA have introduced fast-track approvals for precision medicine therapies, expediting the commercialization of novel treatments.

Among the therapeutic approaches, targeted therapy dominated the market in 2024, accounting for a 56.0% share. The rising adoption of monoclonal antibodies, PARP inhibitors, and KRAS/EGFR inhibitors has facilitated genetic mutation-based treatment selection. Meanwhile, immunotherapy, which includes immune checkpoint inhibitors (PD-1/PD-L1 inhibitors), cancer vaccines, and CAR-T therapies, is gaining traction due

to its potential for long-term remission. Additionally, chemotherapy-precision combinations are projected to witness the fastest CAGR of 20.3% from 2025 to 2030, as they offer enhanced tumor-targeting capabilities through molecular profiling.

Regionally, North America led the market in 2024, with a revenue share of 42.9%, driven by advanced oncology research, robust healthcare infrastructure, and significant investments in genomic profiling. The U.S. pancreatic cancer precision medicine market accounted for 81.4% of the North American revenue share, benefiting from government research funding, increasing adoption of biomarker-based diagnostics, and strong regulatory support. Europe and Asia Pacific are also emerging as promising regions, with Asia Pacific expected to register the fastest CAGR of 6.1%, supported by growing cancer awareness, improving healthcare infrastructure, and rising clinical trial activity in countries such as Japan, China, and India.

Major Market Players Included in this Report:

AstraZeneca

Pfizer Inc.

Novartis AG

Amgen Inc.

F. Hoffmann-La Roche Ltd

Bayer AG

Eli Lilly and Company

Merck & Co., Inc.

Teva Pharmaceutical Industries Ltd

PharmaCyte Biotech, Inc.

Genentech, Inc.

Guardant Health

Illumina, Inc.

Thermo Fisher Scientific Inc.

FOUNDATION MEDICINE, INC.

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Therapeutic Approach:

Targeted Therapy

PARP Inhibitors

Monoclonal Antibodies

Small Molecule Inhibitors (EGFR Inhibitors, KRAS Inhibitors)

Immunotherapy

Immune Checkpoint Inhibitors (PD-1 Inhibitors, PD-L1 Inhibitors)

Cancer Vaccines (GVAX, Algenpantucel-L)

Adoptive T-Cell Therapies (CAR-T Therapies)

Chemotherapy-Precision Combinations

Other Therapeutic Approaches

By Diagnostic Technology:

Genomic Testing

Molecular Diagnostics

Liquid Biopsy

Biomarker-based Companion Diagnostics

Others (Immunohistochemistry (IHC), Proteomics, Mass Spectrometry)

By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Years Considered for the Study:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape featuring major players in the market.

Analysis of key business strategies and recommendations for future market expansion.

Demand-side and supply-side analysis of the market.

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