Global Personalized Medicine Market Size study, by Product (Personalized Medicine Diagnostics, Personalized Medicine Therapeutics), by End-use and Regional Forecasts 2022-2032

https://marketpublishers.com/r/GB194A646B41EN.html

Date: May 2025
Pages: 285
Price: US$ 3,218.00 (Single User License)
ID: GB194A646B41EN

Abstracts

Global Personalized Medicine Market is valued approximately at USD 0.52 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.20% over the forecast period 2024-2032. Personalized medicine, often referred to as precision medicine, is transforming the future of healthcare by tailoring therapeutic interventions and diagnostics to individual genetic profiles, lifestyle factors, and specific disease characteristics. This paradigm shift is empowering clinicians to offer treatments that are not only more effective but also significantly reduce the risk of adverse effects. Leveraging the power of genomics, advanced data analytics, and biomarker profiling, personalized medicine is steadily moving from theoretical potential to mainstream clinical application across oncology, cardiology, neurology, and rare disease treatment.

The market's momentum is largely being propelled by increasing prevalence of chronic illnesses, growing demand for targeted therapies, and a notable rise in awareness around genomic-based healthcare approaches. Technological innovations such as next-generation sequencing (NGS), AI-driven diagnostics, and bioinformatics platforms have played a crucial role in making personalized treatment options more accessible and scalable. Additionally, an expanding landscape of companion diagnostics is facilitating real-time assessment of patient responses, ensuring that therapies are optimized from the very beginning of care delivery.

The convergence of biopharmaceutical development with real-world patient data is fostering a robust ecosystem where personalized medicine can thrive. Regulatory agencies such as the FDA and EMA are increasingly advocating for the integration of

pharmacogenomics into clinical trials and drug development workflows. Meanwhile, strategic collaborations between healthcare providers, research institutions, and precision medicine startups are driving innovations that bridge the gap between lab-based research and patient-centric solutions. These dynamics are accelerating the adoption of personalized approaches not just in diagnostics, but also in the development of therapeutics that target molecular pathways with pinpoint accuracy.

However, several headwinds remain. The high cost of personalized therapeutics and genomic testing continues to limit accessibility, particularly in low- and middle-income regions. Moreover, issues around data privacy, infrastructure gaps for data sharing, and a shortage of skilled professionals capable of interpreting complex molecular datasets are key challenges impeding growth. Nevertheless, efforts to develop standardized regulatory frameworks, expand insurance coverage, and incentivize precision-based R&D are expected to mitigate these constraints in the coming years.
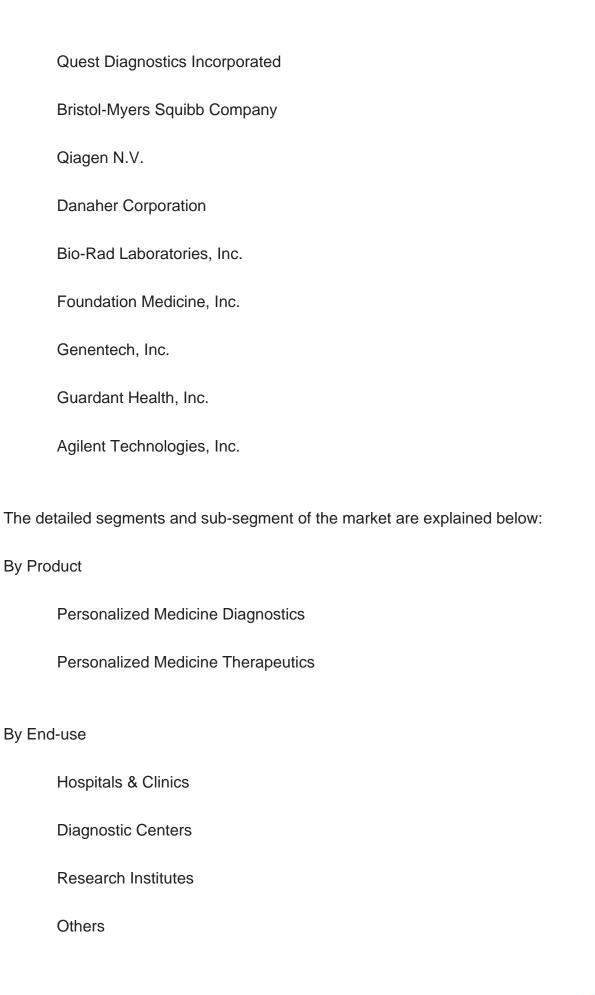
Geographically, North America stands at the forefront of the personalized medicine market, driven by advanced healthcare infrastructure, high per capita healthcare spending, and a strong presence of key pharmaceutical and biotech companies. Europe follows closely, particularly in countries like Germany and the UK, where national genomics initiatives are gaining traction. Meanwhile, the Asia Pacific region is poised to experience the fastest growth over the forecast period. This surge is underpinned by increasing government support for genetic research, rising investment in healthcare IT infrastructure, and an expanding middle class that is progressively seeking more customized and effective healthcare solutions.

Major market player included in this report are:

Thermo Fisher Scientific Inc.

Illumina, Inc.

Roche Holding AG

AstraZeneca PLC

Pfizer Inc.

GE Healthcare

Quest Diagnostics Incorporated

Bristol-Myers Squibb Company

Qiagen N.V.

Danaher Corporation

Bio-Rad Laboratories, Inc.

Foundation Medicine, Inc.

Genentech, Inc.

Guardant Health, Inc.

Agilent Technologies, Inc.

The detailed segments and sub-segment of the market are explained below:

By Product

Personalized Medicine Diagnostics

Personalized Medicine Therapeutics

By End-use

Hospitals & Clinics

Diagnostic Centers

Research Institutes

Others

By Region:

North America

    U.S.

    Canada

Europe

    UK

    Germany

    France

    Spain

    Italy

    Rest of Europe

Asia Pacific

    China

    India

    Japan

    Australia

    South Korea

    Rest of Asia Pacific

Latin America

    Brazil

    Mexico

    Rest of Latin America

Middle East & Africa

    Saudi Arabia

    South Africa

    Rest of Middle East & Africa

Years considered for the study are as follows:

    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 geographical landscape with Country level analysis of major regions.

    Competitive landscape with information on major players in the market.

    Analysis of key business strategies and recommendations on future market

approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

3.1. Market Drivers

  3.1.1. Rising prevalence of chronic and genetic disorders

  3.1.2. Proliferation of next-generation sequencing and AI-driven diagnostics

  3.1.3. Regulatory encouragement for pharmacogenomics integration

  3.1.4. Expansion of companion diagnostics enabling real-time therapy optimization

3.2. Market Challenges

  3.2.1. High cost barriers for genomic testing and targeted therapeutics

  3.2.2. Data privacy concerns and infrastructure gaps for data sharing

  3.2.3. Shortage of skilled bioinformaticians and molecular diagnosticians

3.3. Market Opportunities

  3.3.1. Standardization of regulatory frameworks and reimbursement policies

  3.3.2. Strategic collaborations between pharma, diagnostics, and tech companies

  3.3.3. Development of point-of-care genetic testing platforms

  3.3.4. Leveraging real-world evidence and big-data analytics

CHAPTER 4. GLOBAL PERSONALIZED MEDICINE MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

  4.1.1. Bargaining Power of Suppliers

  4.1.2. Bargaining Power of Buyers

  4.1.3. Threat of New Entrants

  4.1.4. Threat of Substitutes

  4.1.5. Competitive Rivalry

  4.1.6. Futuristic Approach to Porter's 5 Force Model

  4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

  4.2.1. Political

  4.2.2. Economic

  4.2.3. Social

  4.2.4. Technological

  4.2.5. Environmental

  4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PERSONALIZED MEDICINE MARKET SIZE & FORECASTS BY PRODUCT, 2022–2032

5.1. Segment Dashboard
5.2. Personalized Medicine Diagnostics Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
5.3. Personalized Medicine Therapeutics Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 6. GLOBAL PERSONALIZED MEDICINE MARKET SIZE & FORECASTS BY END-USE, 2022–2032

6.1. Segment Dashboard
6.2. Hospitals & Clinics Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
6.3. Diagnostic Centers Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
6.4. Research Institutes Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
6.5. Others Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 7. GLOBAL PERSONALIZED MEDICINE MARKET SIZE & FORECASTS BY REGION, 2022–2032

7.1. North America Market
  7.1.1. U.S. Market
  7.1.2. Canada Market
7.2. Europe Market
  7.2.1. UK Market
  7.2.2. Germany Market
  7.2.3. France Market
  7.2.4. Spain Market
  7.2.5. Italy Market
  7.2.6. Rest of Europe Market
7.3. Asia Pacific Market
  7.3.1. China Market
  7.3.2. India Market
  7.3.3. Japan Market
  7.3.4. Australia Market
  7.3.5. South Korea Market
  7.3.6. Rest of Asia Pacific Market
7.4. Latin America Market

I would like to order

Product name:	Global Personalized Medicine Market Size study, by Product (Personalized Medicine Diagnostics, Personalized Medicine Therapeutics), by End-use and Regional Forecasts 2022-2032
Product link:	https://marketpublishers.com/r/GB194A646B41EN.html
Price:	US$ 3,218.00 (Single User License / Electronic Delivery)
	If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
	info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/GB194A646B41EN.html