

Global Oncolytic Virus Therapy Market Research Report 2026(Status and Outlook)

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Abstracts

Oncolytic Virus Therapy is an innovative cancer treatment approach that employs genetically modified viruses to selectively infect and destroy tumor cells while activating the host's immune system to launch a systemic anti-tumor response. These viruses induce direct oncolysis and stimulate immunogenic cell death, positioning them as a pivotal class in immuno-oncology. Unlike chemotherapy or radiotherapy, this modality offers enhanced tumor selectivity, reduced toxicity, and strong synergistic potential when combined with immune checkpoint inhibitors. Products like Talimogene laherparepvec (T-VEC) have received FDA approval, showing promising efficacy in melanoma and drawing increasing R&D and commercial attention from global pharmaceutical companies. With breakthroughs in immuno-oncology and the advancement of precision medicine, oncolytic virus therapy is entering a period of rapid growth. Global regulatory bodies are encouraging innovation through frameworks like the FDA's Breakthrough Therapy designation and the EU's PRIME program, facilitating clinical acceleration and early commercialization. The increasing incidence of cancer, particularly advanced solid tumors, underscores the unmet demand for novel mechanisms of action. Furthermore, leading biopharmaceutical companies are actively investing in M&A and strategic partnerships in this space, significantly expanding their pipelines. Since 2023, several oncolytic virus candidates have advanced into Phase III trials, marking a clear shift toward industrial scalability. Despite promising prospects, several key challenges persist in the development of oncolytic virus therapies. Efficient in vivo delivery and tumor-specific targeting remain technical hurdles, especially in patients with immunosuppressive microenvironments or rapid viral clearance. Clinical trials are resource-intensive, requiring long timelines, significant funding, and multidisciplinary collaboration spanning virology, immunology, and translational medicine. Safety concerns also linger, including risks of off-target infection and systemic inflammation. Additionally, the industry still lacks a broad base of commercially

successful precedents, leading to cautious investment sentiment and uncertain return on investment timelines. The downstream demand for innovative cancer therapies is rapidly rising, with oncolytic viruses increasingly recognized as critical components of next-generation immunotherapy combinations. In difficult-to-treat tumors such as glioblastoma, pancreatic cancer, and bladder cancer, preliminary data indicates enhanced efficacy when combined with checkpoint inhibitors like PD-1/PD-L1. Clinical practitioners and patient communities alike are showing growing interest. Moreover, the Asia-Pacific region is emerging as a significant growth engine, with supportive policies and increasing clinical trial activity in countries like China, Japan, and South Korea, paving the way for future regional commercialization strategies.

The global Oncolytic Virus Therapy market size was estimated at USD 106.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 10.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Oncolytic Virus Therapy market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Oncolytic Virus Therapy market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Oncolytic Virus Therapy market.

Global Oncolytic Virus Therapy Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country),

key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Amgen
RIGVIR Group
3s-guojian
Shuanghe Pharmaceutical

Market Segmentation (by Type)

HSV-based Oncolytic Viruses
Adenoviruses-based Oncolytic Viruses
Vaccinia Virus-based Oncolytic Viruses
Vesicular Stomatitis Virus-based Oncolytic Viruses
Newcastle Disease Virus-based Oncolytic Viruses

Market Segmentation (by Application)

Melanoma
Prostate Cancer
Breast Cancer
Ovarian Cancer
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Oncolytic Virus Therapy Market

Overview of the regional outlook of the Oncolytic Virus Therapy Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Oncolytic Virus Therapy Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and

restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Oncolytic Virus Therapy, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Oncolytic Virus Therapy

1.2 Key Market Segments

1.2.1 Oncolytic Virus Therapy Segment by Type

1.2.2 Oncolytic Virus Therapy Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 ONCOLYTIC VIRUS THERAPY MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Oncolytic Virus Therapy Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Oncolytic Virus Therapy Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 ONCOLYTIC VIRUS THERAPY MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Oncolytic Virus Therapy Product Life Cycle

3.3 Global Oncolytic Virus Therapy Sales by Manufacturers (2020-2025)

3.4 Global Oncolytic Virus Therapy Revenue Market Share by Manufacturers (2020-2025)

3.5 Oncolytic Virus Therapy Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Oncolytic Virus Therapy Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Oncolytic Virus Therapy Market Competitive Situation and Trends

3.8.1 Oncolytic Virus Therapy Market Concentration Rate

3.8.2 Global 5 and 10 Largest Oncolytic Virus Therapy Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 ONCOLYTIC VIRUS THERAPY INDUSTRY CHAIN ANALYSIS

- 4.1 Oncolytic Virus Therapy Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF ONCOLYTIC VIRUS THERAPY MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Oncolytic Virus Therapy Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Oncolytic Virus Therapy Market
- 5.7 ESG Ratings of Leading Companies

6 ONCOLYTIC VIRUS THERAPY MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Oncolytic Virus Therapy Sales Market Share by Type (2020-2025)
- 6.3 Global Oncolytic Virus Therapy Market Size by Type (2020-2025)
- 6.4 Global Oncolytic Virus Therapy Price by Type (2020-2025)

7 ONCOLYTIC VIRUS THERAPY MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Oncolytic Virus Therapy Market Sales by Application (2020-2025)
- 7.3 Global Oncolytic Virus Therapy Market Size (M USD) by Application (2020-2025)
- 7.4 Global Oncolytic Virus Therapy Sales Growth Rate by Application (2020-2025)

8 ONCOLYTIC VIRUS THERAPY MARKET SALES BY REGION

- 8.1 Global Oncolytic Virus Therapy Sales by Region
 - 8.1.1 Global Oncolytic Virus Therapy Sales by Region
 - 8.1.2 Global Oncolytic Virus Therapy Sales Market Share by Region
- 8.2 Global Oncolytic Virus Therapy Market Size by Region
 - 8.2.1 Global Oncolytic Virus Therapy Market Size by Region
 - 8.2.2 Global Oncolytic Virus Therapy Market Size by Region
- 8.3 North America
 - 8.3.1 North America Oncolytic Virus Therapy Sales by Country
 - 8.3.2 North America Oncolytic Virus Therapy Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Oncolytic Virus Therapy Sales by Country
 - 8.4.2 Europe Oncolytic Virus Therapy Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Oncolytic Virus Therapy Sales by Region
 - 8.5.2 Asia Pacific Oncolytic Virus Therapy Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Oncolytic Virus Therapy Sales by Country
 - 8.6.2 South America Oncolytic Virus Therapy Market Size by Country
 - 8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Oncolytic Virus Therapy Sales by Region

8.7.2 Middle East and Africa Oncolytic Virus Therapy Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 ONCOLYTIC VIRUS THERAPY MARKET PRODUCTION BY REGION

9.1 Global Production of Oncolytic Virus Therapy by Region(2020-2025)

9.2 Global Oncolytic Virus Therapy Revenue Market Share by Region (2020-2025)

9.3 Global Oncolytic Virus Therapy Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Oncolytic Virus Therapy Production

9.4.1 North America Oncolytic Virus Therapy Production Growth Rate (2020-2025)

9.4.2 North America Oncolytic Virus Therapy Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Oncolytic Virus Therapy Production

9.5.1 Europe Oncolytic Virus Therapy Production Growth Rate (2020-2025)

9.5.2 Europe Oncolytic Virus Therapy Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Oncolytic Virus Therapy Production (2020-2025)

9.6.1 Japan Oncolytic Virus Therapy Production Growth Rate (2020-2025)

9.6.2 Japan Oncolytic Virus Therapy Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Oncolytic Virus Therapy Production (2020-2025)

9.7.1 China Oncolytic Virus Therapy Production Growth Rate (2020-2025)

9.7.2 China Oncolytic Virus Therapy Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Amgen

10.1.1 Amgen Basic Information

10.1.2 Amgen Oncolytic Virus Therapy Product Overview

- 10.1.3 Amgen Oncolytic Virus Therapy Product Market Performance
- 10.1.4 Amgen Business Overview
- 10.1.5 Amgen SWOT Analysis
- 10.1.6 Amgen Recent Developments
- 10.2 RIGVIR Group
 - 10.2.1 RIGVIR Group Basic Information
 - 10.2.2 RIGVIR Group Oncolytic Virus Therapy Product Overview
 - 10.2.3 RIGVIR Group Oncolytic Virus Therapy Product Market Performance
 - 10.2.4 RIGVIR Group Business Overview
 - 10.2.5 RIGVIR Group SWOT Analysis
 - 10.2.6 RIGVIR Group Recent Developments
- 10.3 3s-guojian
 - 10.3.1 3s-guojian Basic Information
 - 10.3.2 3s-guojian Oncolytic Virus Therapy Product Overview
 - 10.3.3 3s-guojian Oncolytic Virus Therapy Product Market Performance
 - 10.3.4 3s-guojian Business Overview
 - 10.3.5 3s-guojian SWOT Analysis
 - 10.3.6 3s-guojian Recent Developments
- 10.4 Shuanghe Pharmaceutical
 - 10.4.1 Shuanghe Pharmaceutical Basic Information
 - 10.4.2 Shuanghe Pharmaceutical Oncolytic Virus Therapy Product Overview
 - 10.4.3 Shuanghe Pharmaceutical Oncolytic Virus Therapy Product Market Performance
 - 10.4.4 Shuanghe Pharmaceutical Business Overview
 - 10.4.5 Shuanghe Pharmaceutical Recent Developments

11 ONCOLYTIC VIRUS THERAPY MARKET FORECAST BY REGION

- 11.1 Global Oncolytic Virus Therapy Market Size Forecast
- 11.2 Global Oncolytic Virus Therapy Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Oncolytic Virus Therapy Market Size Forecast by Country
 - 11.2.3 Asia Pacific Oncolytic Virus Therapy Market Size Forecast by Region
 - 11.2.4 South America Oncolytic Virus Therapy Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Oncolytic Virus Therapy by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Oncolytic Virus Therapy Market Forecast by Type (2026-2035)

- 12.1.1 Global Forecasted Sales of Oncolytic Virus Therapy by Type (2026-2035)
- 12.1.2 Global Oncolytic Virus Therapy Market Size Forecast by Type (2026-2035)
- 12.1.3 Global Forecasted Price of Oncolytic Virus Therapy by Type (2026-2035)
- 12.2 Global Oncolytic Virus Therapy Market Forecast by Application (2026-2035)
 - 12.2.1 Global Oncolytic Virus Therapy Sales (K Units) Forecast by Application
 - 12.2.2 Global Oncolytic Virus Therapy Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Oncolytic Virus Therapy Market Size by Type (M USD)

Table 4. Global Oncolytic Virus Therapy Market Size by Application

Table 5. Oncolytic Virus Therapy Market Size Comparison by Region (M USD)

Table 6. Global Oncolytic Virus Therapy Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global Oncolytic Virus Therapy Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Oncolytic Virus Therapy Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Oncolytic Virus Therapy Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Oncolytic Virus Therapy as of 2025)

Table 11. Global Market Oncolytic Virus Therapy Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Oncolytic Virus Therapy Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Oncolytic Virus Therapy Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Oncolytic Virus Therapy Sales by Type (K Units)

Table 27. Global Oncolytic Virus Therapy Market Size by Type (M USD)

Table 28. Global Oncolytic Virus Therapy Sales (K Units) by Type (2020-2025)

Table 29. Global Oncolytic Virus Therapy Sales Market Share by Type (2020-2025)

Table 30. Global Oncolytic Virus Therapy Market Size (M USD) by Type (2020-2025)

Table 31. Global Oncolytic Virus Therapy Market Share by Type (2020-2025)

Table 32. Global Oncolytic Virus Therapy Price (USD/Unit) by Type (2020-2025)

Table 33. Global Oncolytic Virus Therapy Sales (K Units) by Application

Table 34. Global Oncolytic Virus Therapy Market Size by Application

Table 35. Global Oncolytic Virus Therapy Sales by Application (2020-2025) & (K Units)

Table 36. Global Oncolytic Virus Therapy Sales Market Share by Application (2020-2025)

Table 37. Global Oncolytic Virus Therapy Market Size by Application (2020-2025) & (M USD)

Table 38. Global Oncolytic Virus Therapy Market Share by Application (2020-2025)

Table 39. Global Oncolytic Virus Therapy Sales Growth Rate by Application (2020-2025)

Table 40. Global Oncolytic Virus Therapy Sales by Region (2020-2025) & (K Units)

Table 41. Global Oncolytic Virus Therapy Sales Market Share by Region (2020-2025)

Table 42. Global Oncolytic Virus Therapy Market Size by Region (2020-2025) & (M USD)

Table 43. Global Oncolytic Virus Therapy Market Size by Region (2020-2025)

Table 44. North America Oncolytic Virus Therapy Sales by Country (2020-2025) & (K Units)

Table 45. North America Oncolytic Virus Therapy Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Oncolytic Virus Therapy Sales by Country (2020-2025) & (K Units)

Table 47. Europe Oncolytic Virus Therapy Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Oncolytic Virus Therapy Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Oncolytic Virus Therapy Market Size by Region (2020-2025) & (M USD)

Table 50. South America Oncolytic Virus Therapy Sales by Country (2020-2025) & (K Units)

Table 51. South America Oncolytic Virus Therapy Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Oncolytic Virus Therapy Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Oncolytic Virus Therapy Market Size by Region (2020-2025) & (M USD)

Table 54. Global Oncolytic Virus Therapy Production (K Units) by Region(2020-2025)

Table 55. Global Oncolytic Virus Therapy Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Oncolytic Virus Therapy Revenue Market Share by Region (2020-2025)

Table 57. Global Oncolytic Virus Therapy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Oncolytic Virus Therapy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Oncolytic Virus Therapy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Oncolytic Virus Therapy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Oncolytic Virus Therapy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Amgen Basic Information

Table 63. Amgen Oncolytic Virus Therapy Product Overview

Table 64. Amgen Oncolytic Virus Therapy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Amgen Business Overview

Table 66. Amgen SWOT Analysis

Table 67. Amgen Recent Developments

Table 68. RIGVIR Group Basic Information

Table 69. RIGVIR Group Oncolytic Virus Therapy Product Overview

Table 70. RIGVIR Group Oncolytic Virus Therapy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. RIGVIR Group Business Overview

Table 72. RIGVIR Group SWOT Analysis

Table 73. RIGVIR Group Recent Developments

Table 74. 3s-guojian Basic Information

Table 75. 3s-guojian Oncolytic Virus Therapy Product Overview

Table 76. 3s-guojian Oncolytic Virus Therapy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. 3s-guojian Business Overview

Table 78. 3s-guojian SWOT Analysis

Table 79. 3s-guojian Recent Developments

Table 80. Shuanghe Pharmaceutical Basic Information

Table 81. Shuanghe Pharmaceutical Oncolytic Virus Therapy Product Overview

Table 82. Shuanghe Pharmaceutical Oncolytic Virus Therapy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Shuanghe Pharmaceutical Business Overview

Table 84. Shuanghe Pharmaceutical Recent Developments

Table 85. Global Oncolytic Virus Therapy Sales Forecast by Region (2026-2035) & (K Units)

Table 86. Global Oncolytic Virus Therapy Market Size Forecast by Region (2026-2035) & (M USD)

Table 87. North America Oncolytic Virus Therapy Sales Forecast by Country (2026-2035) & (K Units)

Table 88. North America Oncolytic Virus Therapy Market Size Forecast by Country (2026-2035) & (M USD)

Table 89. Europe Oncolytic Virus Therapy Sales Forecast by Country (2026-2035) & (K Units)

Table 90. Europe Oncolytic Virus Therapy Market Size Forecast by Country (2026-2035) & (M USD)

Table 91. Asia Pacific Oncolytic Virus Therapy Sales Forecast by Region (2026-2035) & (K Units)

Table 92. Asia Pacific Oncolytic Virus Therapy Market Size Forecast by Region (2026-2035) & (M USD)

Table 93. South America Oncolytic Virus Therapy Sales Forecast by Country (2026-2035) & (K Units)

Table 94. South America Oncolytic Virus Therapy Market Size Forecast by Country (2026-2035) & (M USD)

Table 95. Middle East and Africa Oncolytic Virus Therapy Sales Forecast by Country (2026-2035) & (Units)

Table 96. Middle East and Africa Oncolytic Virus Therapy Market Size Forecast by Country (2026-2035) & (M USD)

Table 97. Global Oncolytic Virus Therapy Sales Forecast by Type (2026-2035) & (K Units)

Table 98. Global Oncolytic Virus Therapy Market Size Forecast by Type (2026-2035) & (M USD)

Table 99. Global Oncolytic Virus Therapy Price Forecast by Type (2026-2035) & (USD/Unit)

Table 100. Global Oncolytic Virus Therapy Sales (K Units) Forecast by Application (2026-2035)

Table 101. Global Oncolytic Virus Therapy Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Oncolytic Virus Therapy
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Oncolytic Virus Therapy Market Size (M USD), 2025-2035
- Figure 5. Global Oncolytic Virus Therapy Market Size (M USD) (2020-2035)
- Figure 6. Global Oncolytic Virus Therapy Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Oncolytic Virus Therapy Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Oncolytic Virus Therapy Product Life Cycle
- Figure 13. Oncolytic Virus Therapy Sales Share by Manufacturers in 2025
- Figure 14. Global Oncolytic Virus Therapy Revenue Share by Manufacturers in 2025
- Figure 15. Oncolytic Virus Therapy Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Oncolytic Virus Therapy Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Oncolytic Virus Therapy Revenue in 2025
- Figure 18. Industry Chain Map of Oncolytic Virus Therapy
- Figure 19. Global Oncolytic Virus Therapy Market PEST Analysis
- Figure 20. Global Oncolytic Virus Therapy Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Oncolytic Virus Therapy Market Share by Type
- Figure 27. Sales Market Share of Oncolytic Virus Therapy by Type (2020-2025)
- Figure 28. Sales Market Share of Oncolytic Virus Therapy by Type in 2025
- Figure 29. Market Share of Oncolytic Virus Therapy by Type (2020-2025)
- Figure 30. Market Share of Oncolytic Virus Therapy by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Oncolytic Virus Therapy Market Share by Application

Figure 33. Global Oncolytic Virus Therapy Sales Market Share by Application (2020-2025)

Figure 34. Global Oncolytic Virus Therapy Sales Market Share by Application in 2025

Figure 35. Global Oncolytic Virus Therapy Market Share by Application (2020-2025)

Figure 36. Global Oncolytic Virus Therapy Market Share by Application in 2025

Figure 37. Global Oncolytic Virus Therapy Sales Growth Rate by Application (2020-2025)

Figure 38. Global Oncolytic Virus Therapy Sales Market Share by Region (2020-2025)

Figure 39. Global Oncolytic Virus Therapy Market Size by Region (2020-2025)

Figure 40. North America Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Oncolytic Virus Therapy Sales Market Share by Country in 2024

Figure 43. North America Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Oncolytic Virus Therapy Market Size by Country in 2024

Figure 45. U.S. Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Oncolytic Virus Therapy Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Oncolytic Virus Therapy Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Oncolytic Virus Therapy Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Oncolytic Virus Therapy Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Oncolytic Virus Therapy Sales Market Share by Country in 2024

Figure 53. Europe Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Oncolytic Virus Therapy Market Size by Country in 2024

Figure 55. Germany Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Oncolytic Virus Therapy Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Oncolytic Virus Therapy Sales Market Share by Region in 2024

Figure 67. Asia Pacific Oncolytic Virus Therapy Market Size by Region in 2024

Figure 68. China Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Oncolytic Virus Therapy Sales and Growth Rate (K Units)

Figure 79. South America Oncolytic Virus Therapy Sales Market Share by Country in 2024

Figure 80. South America Oncolytic Virus Therapy Market Size and Growth Rate (M USD)

Figure 81. South America Oncolytic Virus Therapy Market Size by Country in 2024

Figure 82. Brazil Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Oncolytic Virus Therapy Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Oncolytic Virus Therapy Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Oncolytic Virus Therapy Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Oncolytic Virus Therapy Market Size by Region in 2024

Figure 92. Saudi Arabia Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Oncolytic Virus Therapy Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Oncolytic Virus Therapy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Oncolytic Virus Therapy Production Market Share by Region (2020-2025)

Figure 103. North America Oncolytic Virus Therapy Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Oncolytic Virus Therapy Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Oncolytic Virus Therapy Production (K Units) Growth Rate (2020-2025)

Figure 106. China Oncolytic Virus Therapy Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Oncolytic Virus Therapy Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Oncolytic Virus Therapy Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Oncolytic Virus Therapy Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Oncolytic Virus Therapy Market Share Forecast by Type (2026-2035)

Figure 111. Global Oncolytic Virus Therapy Sales Forecast by Application (2026-2035)

Figure 112. Global Oncolytic Virus Therapy Market Share Forecast by Application (2026-2035)

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