

Global Malignant Melanoma Market With Focus on Nevisense System: 2015-2020

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Abstracts

Scope of the Report

The report titled “Global Malignant Melanoma Market With Focus on Nevisense System: 2015-2020” provides an in-depth analysis of the global malignant melanoma market with detailed analysis of the volume of patients and deaths caused due to melanoma. The report also provides the market size of the global melanoma diagnosis and therapeutics market.

The report provides detailed regional analysis of Americas, Europe, Asia, Oceania and Africa for the malignant melanoma market. Regional analysis includes the melanoma diagnosis and therapeutics market, total volume of melanoma patients and deaths caused by melanoma along with the gender segmentation. The report also includes the country analysis of the U.S. and Australia for malignant melanoma market. It provides the analysis of melanoma patient volume along with the deaths caused.

The report also provides detailed information and analysis on the first objective diagnostic support tool, named, Nevisense system manufactured by SciBase company. This section provides the detailed information about the features and clinical benefits of the device along with the technology of the device and its clinical procedures. This also includes the global and regional analysis of the number of devices sold since its invention, i.e. 2014, its installed base and the competitors.

Furthermore, the report assesses key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global melanoma market has also been forecasted for the period 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and

future trends. The competition in the global melanoma market is stiff and dominated by the big players like Bristol. Further, key players of the melanoma market, Merck and Navidea are also profiled with their financial information and respective business strategies.

Regional Coverage

Europe

Americas

Asia

Oceania

Africa

Country Coverage

United States

Australia

Company Coverage

Bristol-Myers Squibb Company

Merck & Co., Inc.

Navidea Biopharmaceuticals, Inc.

Executive Summary

The global malignant melanoma market is expected to have increased at the significant CAGR during 2012-2015 and projections are made that the market would rise in the next five years i.e. 2016-2020 tremendously. The most affected regions around the

world include Americas and Europe followed by Asia, Oceania and Africa. The most common environmental factors resulting in the high prevalence of melanoma include, sun exposure, artificial UV rays and social-economic status of individuals.

The growth drivers for the market are: rise in melanoma cases. Effective immunotherapies and targeted therapy drugs. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as: lack of awareness among people, high treatment cost and challenges in the developing countries such as insufficient political priorities and funding issues.

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