

Global Liver Cancer Therapeutics Market - 2025 -2033

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Abstracts

Liver Cancer Therapeutics Market: Industry Outlook

The liver cancer therapeutics market reached US\$ 2.92 billion in 2023, with a rise of US\$ 3.36 billion in 2024, and is expected to reach US\$ 13.16 billion by 2033, growing at a CAGR of 16.5% during the forecast period 2025-2033.

One major driving factor in the liver cancer therapeutics market is the rising prevalence of hepatocellular carcinoma (HCC) linked to lifestyle and viral factors, particularly chronic hepatitis B and C infections, alcohol-related liver disease, and the growing burden of non-alcoholic fatty liver disease (NAFLD) associated with obesity and diabetes. For instance, in Asia especially China and Southeast Asia hepatitis B accounts for the majority of liver cancer cases, while in Western countries NAFLD and alcohol misuse are becoming leading contributors. This rising disease burden is pushing demand for effective therapies and accelerating adoption of both targeted oral agents and novel immunotherapy combinations.

Key Highlights

North America dominates the liver cancer therapeutics market with the largest revenue share of 42.1% in 2024.

The Asia Pacific is the fastest-growing region and is expected to grow at the market share of 23.5% over the forecast period.

Based on therapy type, chemotherapy segment led the market with the largest revenue share of 39.1% in 2024.

The major market players in the liver cancer therapeutics market include AstraZeneca, Bayer AG, Eli Lilly, Bristol-Myers

Squibb Company, Eisai Co., Ltd., Genentech and among others.

Drivers & Restraints

Driver: Rising incidence of liver cancer

The Liver Cancer Therapeutics Market is growing due to the increasing incidence of liver cancer, a condition linked to chronic hepatitis B and C infections, alcohol abuse, obesity, and non-alcoholic fatty liver disease (NAFLD), particularly in developed economies.

For instance, according to the American Cancer Society, in 2025, the US will see 42,240 new cases of primary liver cancer from these diseases. Liver cancer is more prevalent in sub-Saharan Africa and Southeast Asia, with over 800,000 people diagnosed annually worldwide. Cancer is more common in these regions than in the US.

Restraint: High cost of liver cancer treatment

The high cost of liver cancer treatment is a major obstacle to the Liver Cancer Therapeutics Market growth. Advanced therapies like targeted drugs and immunotherapies are expensive, often exceeding thousands of dollars per treatment cycle. This financial burden is particularly pronounced in low- and middle-income countries where access to subsidized care is limited. The lack of reimbursement coverage and high out-of-pocket expenses often leads to delayed or discontinued treatment, negatively impacting patient outcomes.

For instance, a study at UT Southwestern Medical Center found that hepatocellular carcinoma (HCC), the most common type of liver cancer, can significantly burden patients financially. The study found that median Medicare payments for patients with HCC in the first year after diagnosis exceeded \$65,000, and out-of-pocket costs were more than \$10,000, significantly more than costs for patients with cirrhosis alone.

Segmentation Analysis

The liver cancer therapeutics market is segmented based on type, therapy, route of administration, end user, and region.

Therapy Type:

The chemotherapy segment from therapy type is expected to have 39.1% of the liver cancer therapeutics market share.

Chemotherapy remains a vital part of the liver cancer therapeutics market, especially for patients with intermediate-stage hepatocellular carcinoma (HCC) or those ineligible for surgical resection or transplantation. Transarterial chemoembolization (TACE) is a standard of care used in clinical settings and often combined with targeted therapies. Despite the rise of immunotherapies and precision drugs, chemotherapy remains vital due to its established protocols, lower costs, and widespread availability. Clinical studies are exploring the synergy of chemotherapeutic agents with immunomodulators to prolong survival and delay disease progression.

Route of Administration:

The oral route of administration segment is expected to have 54.1% of the liver cancer therapeutics market share.

The oral segment of the liver cancer therapeutics market is being driven by the rising adoption of targeted therapies and tyrosine kinase inhibitors (TKIs) such as sorafenib, lenvatinib, regorafenib, and cabozantinib, which have become established standards of care in advanced hepatocellular carcinoma. Their oral route of administration offers greater convenience compared to intravenous immunotherapies, supporting long-term outpatient management and better treatment adherence. Growing patient preference for home-based therapy, coupled with expanding availability of generics and favorable reimbursement policies in several regions, further strengthens the growth of this segment. Additionally, ongoing R&D into novel oral targeted agents and combination regimens is expected to enhance therapeutic outcomes and sustain demand.

Geographical Analysis

The North America liver cancer therapeutics market was valued at 42.1% market share in 2024

North America is expected to dominate the liver cancer therapeutics market due to its strong healthcare infrastructure, high awareness, and significant investments in oncology R&D. For instance, in January 2025, Mount Sinai researchers made a significant breakthrough in treating hepatocellular carcinoma (HCC), a type of liver

cancer.

Additionally, the rise in liver cancer incidence, driven by NAFLD, obesity, and chronic hepatitis C, has increased early diagnosis rates and demand for advanced therapeutics. The FDA's favorable regulatory pathways, including priority reviews and orphan drug designations, have accelerated drug approval, ensuring rapid market access.

The Europe is second dominating region in the liver cancer therapeutics market was valued at 34.5% market share in 2024

The liver cancer therapeutics market in Europe is driven by the growing prevalence of hepatitis B and C infections, rising alcohol consumption, and increasing cases of non-alcoholic fatty liver disease (NAFLD). Supportive regulatory approvals for novel immunotherapies, coupled with well-established healthcare infrastructure and government-backed cancer screening programs, are boosting adoption of advanced treatment regimens.

In the U.K., a high burden of liver disease linked to obesity, diabetes, and alcohol misuse is accelerating demand for effective HCC treatments. National Health Service (NHS) initiatives to expand early cancer diagnosis, along with faster access schemes for innovative oncology drugs, further drive uptake of immunotherapies and targeted therapies.

The Asia-Pacific region in the Liver Cancer Therapeutics Market was valued at 23.5% market share in 2024

This region is witnessing significant growth due to the very high incidence of hepatitis B and C, particularly in China and Southeast Asia, which are leading causes of HCC. Rising investments in healthcare infrastructure, greater clinical trial activity, and increasing patient access to immuno-oncology drugs are fueling the market.

In Japan, liver cancer remains a leading cause of cancer mortality, primarily associated with hepatitis virus infections and an aging population. Strong government support for oncology research, rapid adoption of cutting-edge immunotherapies, and the presence of domestic pharmaceutical players are key factors driving therapeutic innovation and market expansion.

For instance, in June 2025, Ono Pharmaceutical Co., Ltd. and Bristol-Myers Squibb K.K. have received supplemental approval for their anti-PD-1 antibody, Opdivo, and

BMSKK's anti-CTLA-4 antibody, Yervoy, in combination therapy in Japan to expand their use for treating unresectable hepatocellular carcinoma (HCC), a type of unresectable hepatocellular carcinoma.

Major Players

The major players in the liver cancer therapeutics market include AstraZeneca, Bayer AG, Eli Lilly, Bristol-Myers Squibb Company, Eisai Co., Ltd., Genentech among others.

AstraZeneca:-AstraZeneca is a leading immunotherapy contender in the liver-cancer (hepatocellular carcinoma, HCC) market: its PD-L1 antibody Imfinzi (durvalumab) combined with CTLA-4 antibody Imjudo (tremelimumab) was approved in the U.S. for unresectable HCC after the Phase III HIMALAYA program showed a clinically meaningful overall-survival benefit, and updated five-year follow-up reported durable survival for a subset of patients results that solidified the combo as an important alternative to other frontline regimens.

Key Developments

In July 2025, Apollo Proton Cancer Centre (APCC) opened an 'Advanced Liver Cancers Clinic', an integrated facility for primary liver cancers and liver metastases, inaugurated by retired Additional Director-General of Police Radhakrishnan Thiagarajan, with Karan Puri, CEO of Apollo Cancer Centres and APCC, and Sujith Kumar Mullapally, consultant.

In October 2024, Bristol Myers Squibb received a supplemental Biologics License Application (sBLA) from the FDA for Opdivo in combination with Yervoy as a potential first-line treatment for adults with unresectable hepatocellular carcinoma, based on the Phase 3 CheckMate -9DW trial findings.

The liver cancer therapeutics market report delivers a detailed analysis with 58 key tables, more than 60 visually impactful figures, and 205 pages of expert insights, providing a complete view of the market landscape.

Contents

1. MARKET INTRODUCTION AND SCOPE

- 1.1. Objectives of the Report
- 1.2. Report Coverage & Definitions
- 1.3. Report Scope

2. EXECUTIVE INSIGHTS AND KEY TAKEAWAYS

- 2.1. Market Highlights and Strategic Takeaways
- 2.2. Key Trends and Future Projections
- 2.3. Snippet by Type
- 2.4. Snippet by Therapy
- 2.5. Snippet by Route of Administration
- 2.6. Snippet by Distribution Channel
- 2.7. Snippet by Region

3. DYNAMICS

- 3.1. Impacting Factors
 - 3.1.1. Drivers
 - 3.1.1.1. Rising Incidence of Liver Cancer
 - 3.1.1.2. Advancements in Targeted Therapies and Immunotherapies
 - 3.1.2. Restraints
 - 3.1.2.1. High Cost of Liver Cancer Treatment
 - 3.1.2.2. Limited Awareness and Late Diagnosis in Developing Regions
 - 3.1.3. Opportunity
 - 3.1.3.1. Development of Combination Therapies and Precision Medicine
 - 3.1.3.2. Increased R&D Investment and Pipeline Expansion by Key Players
 - 3.1.4. Impact Analysis

4. LIVER CANCER THERAPEUTICS MARKET: STRATEGIC INSIGHTS AND INDUSTRY OUTLOOK

- 4.1. Market Leaders and Pioneers
 - 4.1.1. Emerging Pioneers and Prominent Players
 - 4.1.2. Established leaders with largest largest-selling Brand
 - 4.1.3. Market leaders with established products& Services

- 4.2. Latest Developments and Breakthroughs
- 4.3. Regulatory and Reimbursement Landscape
 - 4.3.1. North America
 - 4.3.2. Europe
 - 4.3.3. Asia Pacific
 - 4.3.4. South America
 - 4.3.5. Middle East & Africa
- 4.4. Porter's Five Force Analysis
- 4.5. Supply Chain Analysis
- 4.6. Patent Analysis
- 4.7. SWOT Analysis
- 4.8. Unmet Needs and Gaps
- 4.9. Recommended Strategies for Market Entry and Expansion
- 4.10. Pricing Analysis and Price Dynamics

5. LIVER CANCER THERAPEUTICS MARKET: BY TYPE

- 5.1. Introduction
 - 5.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Type
 - 5.1.2. Market Attractiveness Index, By Type
- 5.2. Hepatocellular Carcinoma*
 - 5.2.1. Introduction
 - 5.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 5.3. Cholangio Carcinoma
- 5.4. Hepatoblastoma
- 5.5. Others

6. LIVER CANCER THERAPEUTICS MARKET: BY THERAPY

- 6.1. Introduction
 - 6.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Therapy
 - 6.1.2. Market Attractiveness Index, By Therapy
- 6.2. Chemotherapy*
 - 6.2.1. Introduction
 - 6.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
 - 6.2.3. Gemcitabine
 - 6.2.4. Oxaliplatin
 - 6.2.5. Cisplatin
 - 6.2.6. Others

- 6.3. Immunotherapy
 - 6.3.1. PD-1 and PD-L1 inhibitors
 - 6.3.2. CTLA-4 inhibitors
- 6.4. Targeted Therapy
 - 6.4.1. Atezolizumab (Tecentriq)
 - 6.4.2. Atezolizumab and hyaluronidase-tqjs
 - 6.4.3. Bevacizumab (Avastin)
 - 6.4.4. Cabozantinib-s-malate (Cabometyx)
- 6.5. Others

7. LIVER CANCER THERAPEUTICS MARKET: BY ROUTE OF ADMINISTRATION

- 7.1. Introduction
 - 7.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Route of Administration
 - 7.1.2. Market Attractiveness Index, By Route of Administration
- 7.2. Oral*
 - 7.2.1. Introduction
 - 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 7.3. Intravenous

8. LIVER CANCER THERAPEUTICS MARKET: BY DISTRIBUTION CHANNEL

- 8.1. Introduction
 - 8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 8.1.2. Market Attractiveness Index, By Distribution Channel
- 8.2. Hospital Pharmacies*
 - 8.2.1. Introduction
 - 8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 8.3. Retail Pharmacies
- 8.4. Online Pharmacies

9. LIVER CANCER THERAPEUTICS MARKET REGIONAL MARKET ANALYSIS AND GROWTH OPPORTUNITIES

- 9.1. Introduction
 - 9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Region
 - 9.1.2. Market Attractiveness Index, By Region
- 9.2. North America

- 9.2.1. Introduction
- 9.2.2. Key Region-Specific Dynamics
- 9.2.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Type
- 9.2.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Therapy
- 9.2.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Route of Administration
- 9.2.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
- 9.2.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 9.2.7.1. U.S.
 - 9.2.7.2. Canada
 - 9.2.7.3. Mexico
- 9.3. Europe
 - 9.3.1. Introduction
 - 9.3.2. Key Region-Specific Dynamics
 - 9.3.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Type
 - 9.3.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Therapy
 - 9.3.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Route of Administration
 - 9.3.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 9.3.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 9.3.7.1. Germany
 - 9.3.7.2. U.K.
 - 9.3.7.3. France
 - 9.3.7.4. Spain
 - 9.3.7.5. Italy
 - 9.3.7.6. Rest of Europe
- 9.4. South America
 - 9.4.1. Introduction
 - 9.4.2. Key Region-Specific Dynamics
 - 9.4.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Type
 - 9.4.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Therapy
 - 9.4.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Route of Administration
 - 9.4.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 9.4.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 9.4.7.1. Brazil
 - 9.4.7.2. Argentina
 - 9.4.7.3. Rest of South America
- 9.5. Asia-Pacific

- 9.5.1. Introduction
- 9.5.2. Key Region-Specific Dynamics
- 9.5.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Type
- 9.5.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Therapy
- 9.5.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Route of Administration
- 9.5.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
- 9.5.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 9.5.7.1. China
 - 9.5.7.2. India
 - 9.5.7.3. Japan
 - 9.5.7.4. South Korea
 - 9.5.7.5. Rest of Asia-Pacific
- 9.6. Middle East and Africa
 - 9.6.1. Introduction
 - 9.6.2. Key Region-Specific Dynamics
 - 9.6.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Type
 - 9.6.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Therapy
 - 9.6.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Route of Administration
 - 9.6.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

10. COMPETITIVE LANDSCAPE AND MARKET POSITIONING

- 10.1. Competitive Overview and Key Market Players
- 10.2. Market Share Analysis and Positioning Matrix
- 10.3. Strategic Partnerships, Mergers & Acquisitions
- 10.4. Key Developments in Product Portfolios and Innovations
- 10.5. Company Benchmarking

11. COMPANY PROFILES

- 11.1. AstraZeneca*
 - 11.1.1. Company Overview
 - 11.1.2. Product Portfolio
 - 11.1.2.1. Product Description
 - 11.1.2.2. Product Key Performance Indicators (KPIs)
 - 11.1.2.3. Historic and Forecasted Product Sales
 - 11.1.2.4. Product Sales Volume

- 11.1.3. Financial Overview
 - 11.1.3.1. Company Revenue
 - 11.1.3.2. Geographical Revenue Shares
 - 11.1.3.3. Revenue Forecasts
- 11.1.4. Key Developments
 - 11.1.4.1. Mergers & Acquisitions
 - 11.1.4.2. Key Product Development Activities
 - 11.1.4.3. Regulatory Approvals, etc.
- 11.1.5. SWOT Analysis
- 11.2. Bayer AG
- 11.3. Eli Lilly
- 11.4. Bristol-Myers Squibb Company
- 11.5. Eisai Co., Ltd.
- 11.6. Genentech (LIST NOT EXHAUSTIVE)

12. ASSUMPTIONS AND RESEARCH METHODOLOGY

- 12.1. Data Collection Methods
- 12.2. Data Triangulation
- 12.3. Forecasting Techniques
- 12.4. Data Verification and Validation

13. APPENDIX

- 13.1. About Us and Services
- 13.2. Contact Us

List Of Tables

LIST OF TABLES

Table 1 Liver Cancer Therapeutics Market Value, By Type, 2025, 2029 & 2033 (US\$ Billion)

Table 2 Liver Cancer Therapeutics Market Value, By Therapy, 2025, 2029 & 2033 (US\$ Billion)

Table 3 Liver Cancer Therapeutics Market Value, By Route of Administration, 2025, 2029 & 2033 (US\$ Billion)

Table 4 Liver Cancer Therapeutics Market Value, By End User, 2025, 2029 & 2033 (US\$ Billion)

Table 5 Liver Cancer Therapeutics Market Value, By Region, 2025, 2029 & 2033 (US\$ Billion)

Table 6 Liver Cancer Therapeutics Market Value, By Type, 2025, 2029 & 2033 (US\$ Billion)

Table 7 Liver Cancer Therapeutics Market Value, By Type, 2022-2033 (US\$ Billion)

Table 8 Liver Cancer Therapeutics Market Value, By Therapy, 2025, 2029 & 2033 (US\$ Billion)

Table 9 Liver Cancer Therapeutics Market Value, By Therapy, 2022-2033 (US\$ Billion)

Table 10 Liver Cancer Therapeutics Market Value, By Route of Administration, 2025, 2029 & 2033 (US\$ Billion)

Table 11 Liver Cancer Therapeutics Market Value, By Route of Administration, 2022-2033 (US\$ Billion)

Table 12 Liver Cancer Therapeutics Market Value, By End User, 2025, 2029 & 2033 (US\$ Billion)

Table 13 Liver Cancer Therapeutics Market Value, By End User, 2022-2033 (US\$ Billion)

Table 14 Liver Cancer Therapeutics Market Value, By Region, 2025, 2029 & 2033 (US\$ Billion)

Table 15 Liver Cancer Therapeutics Market Value, By Region, 2022-2033 (US\$ Billion)

Table 16 North America Liver Cancer Therapeutics Market Value, By Type, 2022-2033 (US\$ Billion)

Table 17 North America Liver Cancer Therapeutics Market Value, By Therapy, 2022-2033 (US\$ Billion)

Table 18 North America Liver Cancer Therapeutics Market Value, By Route of Administration, 2022-2033 (US\$ Billion)

Table 19 North America Liver Cancer Therapeutics Market Value, By End User, 2022-2033 (US\$ Billion)

Table 20 North America Liver Cancer Therapeutics Market Value, By Country, 2022-2033 (US\$ Billion)

Table 21 Europe Liver Cancer Therapeutics Market Value, By Type, 2022-2033 (US\$ Billion)

Table 22 Europe Liver Cancer Therapeutics Market Value, By Therapy, 2022-2033 (US\$ Billion)

Table 23 Europe Liver Cancer Therapeutics Market Value, By Route of Administration, 2022-2033 (US\$ Billion)

Table 24 Europe Liver Cancer Therapeutics Market Value, By End User, 2022-2033 (US\$ Billion)

Table 25 Europe Liver Cancer Therapeutics Market Value, By Country, 2022-2033 (US\$ Billion)

Table 26 Asia-Pacific Liver Cancer Therapeutics Market Value, By Type, 2022-2033 (US\$ Billion)

Table 27 Asia-Pacific Liver Cancer Therapeutics Market Value, By Therapy, 2022-2033 (US\$ Billion)

Table 28 Asia-Pacific Liver Cancer Therapeutics Market Value, By Route of Administration, 2022-2033 (US\$ Billion)

Table 29 Asia-Pacific Liver Cancer Therapeutics Market Value, By End User, 2022-2033 (US\$ Billion)

Table 30 Asia-Pacific Liver Cancer Therapeutics Market Value, By Country, 2022-2033 (US\$ Billion)

Table 31 South America Liver Cancer Therapeutics Market Value, By Type, 2022-2033 (US\$ Billion)

Table 32 South America Liver Cancer Therapeutics Market Value, By Therapy, 2022-2033 (US\$ Billion)

Table 33 South America Liver Cancer Therapeutics Market Value, By Route of Administration, 2022-2033 (US\$ Billion)

Table 34 South America Liver Cancer Therapeutics Market Value, By End User, 2022-2033 (US\$ Billion)

Table 35 South America Liver Cancer Therapeutics Market Value, By Country, 2022-2033 (US\$ Billion)

Table 36 Middle East and Africa Liver Cancer Therapeutics Market Value, By Type, 2022-2033 (US\$ Billion)

Table 37 Middle East and Africa Liver Cancer Therapeutics Market Value, By Therapy, 2022-2033 (US\$ Billion)

Table 38 Middle East and Africa Liver Cancer Therapeutics Market Value, By Route of Administration, 2022-2033 (US\$ Billion)

Table 39 Middle East and Africa Liver Cancer Therapeutics Market Value, By End User,

2022-2033 (US\$ Billion)

Table 40 Middle East and Africa Liver Cancer Therapeutics Market Value, By Country, 2022-2033 (US\$ Billion)

Table 41 AstraZeneca: Overview

Table 42 AstraZeneca: Product Portfolio

Table 43 AstraZeneca: Key Developments

Table 44 Bayer AG: Overview

Table 45 Bayer AG: Product Portfolio

Table 46 Bayer AG: Key Developments

Table 47 Eli Lilly: Overview

Table 48 Eli Lilly: Product Portfolio

Table 49 Eli Lilly: Key Developments

Table 50 Bristol-Myers Squibb Company: Overview

Table 51 Bristol-Myers Squibb Company: Product Portfolio

Table 52 Bristol-Myers Squibb Company: Key Developments

Table 53 Eisai Co., Ltd.: Overview

Table 54 Eisai Co., Ltd.: Product Portfolio

Table 55 Eisai Co., Ltd.: Key Developments

Table 56 Genentech: Overview

Table 57 Genentech: Product Portfolio

Table 58 Genentech: Key Developments

List Of Figures

LIST OF FIGURES

- Figure 1 Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 2 Liver Cancer Therapeutics Market Share, By Type, 2024 & 2033 (%)
- Figure 3 Liver Cancer Therapeutics Market Share, By Therapy, 2024 & 2033 (%)
- Figure 4 Liver Cancer Therapeutics Market Share, By Route of Administration, 2024 & 2033 (%)
- Figure 5 Liver Cancer Therapeutics Market Share, By End User, 2024 & 2033 (%)
- Figure 6 Liver Cancer Therapeutics Market Share, By Region, 2024 & 2033 (%)
- Figure 7 Liver Cancer Therapeutics Market Y-o-Y Growth, By Type, 2023-2033 (%)
- Figure 8 Hepatocellular Carcinoma Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 9 Cholangio Carcinoma Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 10 Hepatoblastoma Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 11 Others Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 12 Liver Cancer Therapeutics Market Y-o-Y Growth, By Therapy, 2023-2033 (%)
- Figure 13 Chemotherapy Therapy in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 14 Immunotherapy Therapy in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 15 Targeted Therapy Therapy in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 16 Others Therapy in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 17 Liver Cancer Therapeutics Market Y-o-Y Growth, By Route of Administration, 2023-2033 (%)
- Figure 18 Oral Route of Administration in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 19 Intravenous Route of Administration in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 20 Liver Cancer Therapeutics Market Y-o-Y Growth, By End User, 2023-2033 (%)
- Figure 21 Hospital Pharmacies End User in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)
- Figure 22 Retail Pharmacies End User in Liver Cancer Therapeutics Market Value,

2022-2033 (US\$ Billion)

Figure 23 Online Pharmacies End User in Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)

Figure 24 Liver Cancer Therapeutics Market Y-o-Y Growth, By Region, 2023-2033 (%)

Figure 25 North America Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)

Figure 26 North America Liver Cancer Therapeutics Market Share, By Type, 2024 & 2033 (%)

Figure 27 North America Liver Cancer Therapeutics Market Share, By Therapy, 2024 & 2033 (%)

Figure 28 North America Liver Cancer Therapeutics Market Share, By Route of Administration, 2024 & 2033 (%)

Figure 29 North America Liver Cancer Therapeutics Market Share, By End User, 2024 & 2033 (%)

Figure 30 North America Liver Cancer Therapeutics Market Share, By Country, 2024 & 2033 (%)

Figure 31 Europe Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)

Figure 32 Europe Liver Cancer Therapeutics Market Share, By Type, 2024 & 2033 (%)

Figure 33 Europe Liver Cancer Therapeutics Market Share, By Therapy, 2024 & 2033 (%)

Figure 34 Europe Liver Cancer Therapeutics Market Share, By Route of Administration, 2024 & 2033 (%)

Figure 35 Europe Liver Cancer Therapeutics Market Share, By End User, 2024 & 2033 (%)

Figure 36 Europe Liver Cancer Therapeutics Market Share, By Country, 2024 & 2033 (%)

Figure 37 Asia-Pacific Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)

Figure 38 Asia-Pacific Liver Cancer Therapeutics Market Share, By Type, 2024 & 2033 (%)

Figure 39 Asia-Pacific Liver Cancer Therapeutics Market Share, By Therapy, 2024 & 2033 (%)

Figure 40 Asia-Pacific Liver Cancer Therapeutics Market Share, By Route of Administration, 2024 & 2033 (%)

Figure 41 Asia-Pacific Liver Cancer Therapeutics Market Share, By End User, 2024 & 2033 (%)

Figure 42 Asia-Pacific Liver Cancer Therapeutics Market Share, By Country, 2024 & 2033 (%)

Figure 43 South America Liver Cancer Therapeutics Market Value, 2022-2033 (US\$

Billion)

Figure 44 South America Liver Cancer Therapeutics Market Share, By Type, 2024 & 2033 (%)

Figure 45 South America Liver Cancer Therapeutics Market Share, By Therapy, 2024 & 2033 (%)

Figure 46 South America Liver Cancer Therapeutics Market Share, By Route of Administration, 2024 & 2033 (%)

Figure 47 South America Liver Cancer Therapeutics Market Share, By End User, 2024 & 2033 (%)

Figure 48 South America Liver Cancer Therapeutics Market Share, By Country, 2024 & 2033 (%)

Figure 49 Middle East and Africa Liver Cancer Therapeutics Market Value, 2022-2033 (US\$ Billion)

Figure 50 Middle East and Africa Liver Cancer Therapeutics Market Share, By Type, 2024 & 2033 (%)

Figure 51 Middle East and Africa Liver Cancer Therapeutics Market Share, By Therapy, 2024 & 2033 (%)

Figure 52 Middle East and Africa Liver Cancer Therapeutics Market Share, By Route of Administration, 2024 & 2033 (%)

Figure 53 Middle East and Africa Liver Cancer Therapeutics Market Share, By End User, 2024 & 2033 (%)

Figure 54 AstraZeneca: Financials

Figure 55 Bayer AG: Financials

Figure 56 Eli Lilly: Financials

Figure 57 Bristol-Myers Squibb Company: Financials

Figure 58 Eisai Co., Ltd.: Financials

Figure 59 Genentech: Financials

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