

Global Liquid Biopsy Products Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G212D05CA9C5EN.html>

Date: April 2026

Pages: 144

Price: US\$ 4,480.00 (Single User License)

ID: G212D05CA9C5EN

Abstracts

The global Liquid Biopsy Products market size is expected to reach \$ 15888 million by 2032, rising at a market growth of 18.8% CAGR during the forecast period (2026-2032).

Liquid biopsy products refer to a category of in vitro diagnostic tools that non-invasively analyze biomarkers such as circulating tumor DNA (ctDNA), circulating tumor cells (CTCs), and exosomes from blood, urine, or other body fluids for cancer screening, diagnosis, treatment monitoring, and recurrence prediction. These products span key steps such as sample collection, preservation, nucleic acid extraction, target detection, and data interpretation. Compared to traditional tissue biopsy, liquid biopsy offers advantages in safety, repeatability, and applicability across various cancer types, making it increasingly adopted in clinical settings and showing great potential in precision and personalized medicine. The average gross profit margin of this product is 65%.

The rapid global advancement of precision medicine and rising cancer incidence form a strong foundation for liquid biopsy adoption. National healthcare systems are increasingly incorporating liquid biopsy into cancer screening and targeted therapy workflows. The declining cost of next-generation sequencing (NGS) and enhanced interpretation capabilities through AI are accelerating product entry into multi-cancer detection and multicenter clinical validation.

Despite increasing technological maturity, liquid biopsy still faces challenges in balancing sensitivity and specificity, especially for early-stage cancer detection. Non-uniform standards in sample processing and reagent quality across upstream and downstream components complicate clinical translation. Regulatory hurdles around privacy and bioethics remain significant barriers for global expansion. Broker analyses

highlight that most revenue still stems from research-grade orders, and wider clinical adoption and reimbursement pathways require further development.

Demand for liquid biopsy is rapidly shifting from research use to routine clinical applications. Monitoring therapeutic response and early relapse detection in high-incidence cancers—such as lung, breast, and colorectal—are driving hospital procurement. Collaboration between biotech companies and hospitals is deepening, with joint labs and multicenter studies becoming the norm. Annual reports also reflect growing patient awareness and preference for non-invasive testing, spurring product expansion into home-testing and mobile diagnostic scenarios.

This report studies the global Liquid Biopsy Products demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Liquid Biopsy Products, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Liquid Biopsy Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Liquid Biopsy Products total market, 2021-2032, (USD Million)

Global Liquid Biopsy Products total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Liquid Biopsy Products total market, key domestic companies, and share, (USD Million)

Global Liquid Biopsy Products revenue by player, revenue and market share 2021-2026, (USD Million)

Global Liquid Biopsy Products total market by Type, CAGR, 2021-2032, (USD Million)

Global Liquid Biopsy Products total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Liquid Biopsy Products market based on

the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Roche, Illumina, Qiagen, Guardant Health, MDxHealth, Pathway Genomics, NeoGenomics Laboratories, Novogen, BGI, Myriad Genetics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Liquid Biopsy Products market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Liquid Biopsy Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Liquid Biopsy Products Market, Segmentation by Type:

CTCs

ctDNA

Exosomes

Global Liquid Biopsy Products Market, Segmentation by Technology Platform:

NGS Sequencing

Digital PCR

Real-time PCR

Other

Global Liquid Biopsy Products Market, Segmentation by Sample:

Blood Sample

Urine Sample

Other

Global Liquid Biopsy Products Market, Segmentation by Application:

Hospitals and Clinics

Third-party Laboratories

Other

Companies Profiled:

Roche

Illumina

Qiagen

Guardant Health

MDxHealth

Pathway Genomics

NeoGenomics Laboraories

Novogen

BGI

Myriad Genetics

Adaptive Biotechnologies

Biocept

Angle plc

Exact Sciences

Natera

Freenome

Aide Bio

Thermo Fisher Scientific

Key Questions Answered

1. How big is the global Liquid Biopsy Products market?
2. What is the demand of the global Liquid Biopsy Products market?

3. What is the year over year growth of the global Liquid Biopsy Products market?
4. What is the total value of the global Liquid Biopsy Products market?
5. Who are the Major Players in the global Liquid Biopsy Products market?
6. What are the growth factors driving the market demand?

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