

Asia Pacific Multi Cancer Early Detection Market Size, Share & Trends Analysis Report By Type (Liquid Biopsy, Gene Panel, LDT & Others), By End Use (Hospitals, Diagnostic Laboratories), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Asia Pacific Multi-cancer Early Detection Market Growth & Trends

The Asia Pacific multi cancer early detection market size is expected to reach USD 663.89 million by 2030, expanding at a CAGR of 17.76% from 2025 to 2030, according to a new report by Grand View Research, Inc. The rising prevalence of cancer in Asian countries is one of the major factors driving the growth of the market. According to Global Cancer Statistics 2020, nearly half of all cases and around 58.3% of cancer deaths globally in 2020 occurred in the Asia Pacific.

The Multi-cancer Early Detection (MCED) market represents an upcoming field of interest for the diagnostics industry, which not only allows early detection of oncology conditions but also facilitates early treatment of these patients by saving time and minimizing the risk of requiring invasive medical surgical procedures. There are several limitations to single cancer tests, such as high false-positive rates and optimized sensitivity. In addition, diagnosis is usually conducted with a focus on just one type of cancer. Hence, other cancers are left undiagnosed, and hence, these single-detection tests fail to meet consumers' changing needs. Thus, the opportunity presented by these MCED tests is transformational. Understanding the underlying genetic factors can aid in developing targeted therapies for various diseases, such as cancer and inheritable diseases. Outsourcing clinical testing services is a key trend expected to shape the

industry's growth.

Moreover, constant developments in oncology screening have positively impacted the market. For instance, in July 2022, BanphaeGeneral Hospital collaborated with AstraZeneca Thailand to launch the “Don’t Wait. Get Checked.” campaign, which integrated AI to diagnose early-stage lung cancer. This would create further opportunities in the country’s market. Furthermore, many biotechnology companies have initiated trials in the region, as clinical trial regulations are lenient, and companies expect higher approvals for MCED tests in countries situated in Asia than in the Americas and Europe, where trials required for approval and reimbursement are expensive. However, the remoteness of certain locations of the region may hamper test reach, and expensive testing is expected to impede market growth.

Furthermore, key players involved in developing and formulating various technologies are focusing on collaborations and partnerships to develop novel instruments and maintain their competitive position in the market. For instance, in June 2023, Prenetics Group and the Chinese University of Hong Kong entered into a joint venture for the development of an MCED test for the detection of liver and lungs by 2025. It is a USD 200 million joint venture and aims to deliver the MCED test by 2025, priced at USD 200, making early detection available to all. The test is projected to be based on cfDNA diagnosis technology.

Asia Pacific Multi-cancer Early Detection Market Report Highlights

Based on type, the gene panel, LDT, & other segments led the market with the largest revenue share of 95.62% in 2024.

The liquid biopsy segment is expected to grow at the fastest CAGR over the forecast period, driven by the expected launch of FDA-approved products that are currently available as lab-developed tests (LDTs).

Based on end use, the hospitals segment led the market with the largest revenue share of 50.52% in 2024 and is anticipated to grow at the fastest growth rate over the forecast period.

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