

Breast Cancer Brachytherapy Market Size, Share & Trends Analysis Report By Technology (High Dose Rate, Low Dose Rate), By Region (North America, Europe, Asia Pacific, Latin America, MEA), And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/B7D14876EA3BEN.html>

Date: August 2020

Pages: 120

Price: US\$ 5,950.00 (Single User License)

ID: B7D14876EA3BEN

Abstracts

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Breast Cancer Brachytherapy Market Growth & Trends

The global breast cancer brachytherapy market size is estimated to reach USD 105.3 million by 2027, expanding at a CAGR of 7.0%, according to a new report by Grand View Research, Inc. The increasing prevalence of breast cancer is expected to accelerate market growth. For instance, the Breastcancer.org reported that as of January 2020, there were more than 3.5 million women suffering from breast cancer in the U.S.

In addition, the rising adoption of brachytherapy by academic medical centers, oncology centers, and hospitals is expected to boost the market growth. For instance, in October 2018, Navicent Health adopted the Xofig Axxent Electronic Brachytherapy (eBx) System developed by iCAD, Inc. for the treatment of breast cancer in Georgia. Furthermore, in October 2018, SUNY Upstate Medical University also adopted the Xofig Axxent Electronic Brachytherapy (eBx) System to provide treatment for early-stage breast cancer.

Moreover, government hospitals in developing countries are installing advanced systems to provide better quality treatment for their patients. For instance, in August 2018, Eckert and Ziegler BEBIG delivered and installed SagiNova HDR afterloader at BP Koirala Memorial Cancer Hospital of Nepal. SagiNova is suitable for interstitial

breast implants. Hence, the use of such brachytherapy systems by hospitals is expected to fuel market growth.

Market players entering into strategic initiatives such as collaborations and partnerships are anticipated to propel the demand over the next few years. For instance, in July 2018, RaySearch partnered with Eckert and Ziegler BEBIG to integrate SagiNova with the RayCare oncology information system and RayStation treatment planning system to improve treatment outcomes during brachytherapy.

An increase in funding initiatives for HDR units in medical centers by organizations is estimated to drive the market. For instance, in April 2019, OSJ Charities Trust Fund collaborated with the National Federation of Italian Canadians to donate SagiNova for Santo Spirito Hospital as an alternative to external beam radiation therapy for a targeted approach and shorter treatment time.

Favorable reimbursement policies for oncologists, surgeons, and hospitals are expected to fuel market growth. For instance, HDR brachytherapy offers USD 11,000 as Medicare reimbursement for five days treatment period according to the coding issued by Centers for Medicare and Medicaid Services (CMS).

Breast Cancer Brachytherapy Market Report Highlights

HDR brachytherapy dominated the market in 2019 and is also projected to be the fastest-growing technology segment over the forecast period

Factors such as rapid delivery of radiation, accuracy, and precise tumor-specific dose delivery in a shorter period of time are expected to drive the segment

North America has dominated the market in 2019 owing to the presence of key players and increasing adoption of the therapy by oncology centers and hospitals

In Asia Pacific, the market is estimated to grow fast over the forecast period due to high unmet needs and growth opportunities for investors and companies to expand their presence in the region.

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