

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

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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.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope and Assumptions
- 1.3 Information Procurement
 - 1.3.1 Purchased Database
 - 1.3.2 GVR's Internal Database
 - 1.3.3 Secondary Sources
 - 1.3.4 Primary Research
 - 1.3.5 Details of Primary Research
- 1.4 Information or Data Analysis
 - 1.4.1 Data Analysis Models
- 1.5 Market Formulation & Validation
- 1.6 Model Details
 - 1.6.1 Commodity Flow Analysis
 - 1.6.1.1 Approach 1: Commodity Flow Approach
 - 1.6.1.2 Approach 2: Country-wise market estimation using bottom-up approach
- 1.7 Global Market: CAGR Calculation
- 1.8 List of Secondary Sources
- 1.9 List of Primary Sources
- 1.10 Objectives
 - 1.10.1 Objective
 - 1.10.2 Objective
- 1.11 List of Abbreviations

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Summary

CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation

CHAPTER 4 MARKET DEFINITIONS

CHAPTER 5 INDUSTRY OUTLOOK

- 5.1 Penetration and Growth Prospect Mapping
- 5.2 Market Variable Analysis
 - 5.2.1. Rising incidence of breast cancer
 - 5.2.2 Technological advancements
 - 5.2.3 Increasing adoption of brachytherapy
 - 5.2.4 Rising research and development in breast cancer brachytherapy
- 5.3 Market Restraint Analysis
 - 5.3.1 Threat of product replacement by upcoming technologies
 - 5.3.2 Lack of skilled radiotherapy professionals

CHAPTER 6 BUSINESS ENVIRONMENT ANALYSIS

- 6.1. SWOT Analysis; By Factor (Political & Legal, Economic and Technological)
- 6.2 Porter's Five Forces Analysis
- 6.3 Regulatory Landscape
 - 6.3.1 North America
 - 6.3.2 Europe
 - 6.3.3 Asia Pacific
 - 6.3.4 Latin America
 - 6.3.5 Middle East & Africa

CHAPTER 7 COMPETITIVE ANALYSIS

- 7.1 Vendor Landscape
 - 7.1.1 List of key distributors and channel partners
 - 7.1.2 Key company market share analysis, 2019
- 7.2 Public Companies
 - 7.2.1 Company market position analysis
 - 7.2.2 Competitive dashboard analysis
- 7.3 Private Companies
 - 7.3.1 List of key emerging companies /technology disruptors/innovators
 - 7.3.2 Regional network map

CHAPTER 8 TECHNOLOGY BUSINESS ANALYSIS

- 8.1 Breast Cancer Brachytherapy Market: Technology Movement Analysis
 - 8.1.1 High Dose Rate (HDR) Brachytherapy
 - 8.1.1.1 High Dose Rate (HDR) brachytherapy market, 2016 - 2027 (USD Million)
 - 8.1.2 Low Dose Rate (LDR) Brachytherapy

8.1.2.1 Low Dose Rate (LDR) brachytherapy market, 2016 - 2027 (USD Million)

CHAPTER 9 REGIONAL BUSINESS ANALYSIS

9.1 Breast Cancer Brachytherapy Market: Regional Movement Analysis

9.2 North America

9.2.1 North America market estimates and forecast, 2016 - 2027

9.2.2 The U.S.

9.2.2.1 The U.S. market estimates and forecast, 2016 - 2027

9.2.3 Canada

9.2.3.1 Canada market estimates and forecast, 2016 - 2027

9.3 Europe

9.3.1 Europe market estimates and forecast, 2016 - 2027

9.3.2 Germany

9.3.2.1 Germany market estimates and forecast, 2016 - 2027

9.3.3 The U.K.

9.3.3.1 The U.K. market estimates and forecast, 2016 - 2027

9.3.4 France

9.3.4.1 France market estimates and forecast, 2016 - 2027

9.3.5 Italy

9.3.5.1 Italy market estimates and forecast, 2016 - 2027

9.3.6 Spain

9.3.6.1 Spain market estimates and forecast, 2016 - 2027

9.3.7 Russia

9.3.7.1 Russia market estimates and forecast, 2016 - 2027

9.4 Asia Pacific

9.4.1 Asia Pacific market estimates and forecast, 2016 - 2027

9.4.2 Japan

9.4.2.1 Japan market estimates and forecast, 2016 - 2027

9.4.3 China.

9.4.3.1 China market estimates and forecast, 2016 - 2027

9.4.4 India

9.4.4.1 India market estimates and forecast, 2016 - 2027

9.4.5 Australia

9.4.5.1 Australia market estimates and forecast, 2016 - 2027

9.4.6 Singapore

9.4.6.1 Singapore market estimates and forecast, 2016 - 2027

9.4.7 South Korea

9.4.7.1 South Korea market estimates and forecast, 2016 - 2027

9.5 Latin America

9.5.1 Latin America market estimates and forecast, 2016 - 2027

9.5.2 Brazil

9.5.2.1 Brazil market estimates and forecast, 2016 - 2027

9.5.3 Mexico

9.5.3.1 Mexico market estimates and forecast, 2016 - 2027

9.5.4 Argentina

9.5.4.1 Argentina market estimates and forecast, 2016 - 2027

9.6 Middle East & Africa

9.6.1 Middle-East and Africa market estimates and forecast, 2016 - 2027

9.6.2 Saudi Arabia

9.6.2.1 Saudi Arabia market estimates and forecast, 2016 - 2027

9.6.3 South Africa

9.6.3.1 South Africa market estimates and forecast, 2016 - 2027

9.6.4 UAE

9.6.4.1 UAE market estimates and forecast, 2016 - 2027

CHAPTER 10 COMPANY PROFILES

10.1 Eckert & Ziegler

10.1.1 Company overview

10.1.2 Financial performance

10.1.3 Product benchmarking

10.1.4 Strategic initiatives

10.2 ELEKTA AB

10.2.1 Company overview

10.2.2 Financial performance

10.2.3 Product benchmarking

10.2.4 Strategic initiatives

10.3 iCAD, INC.

10.3.1 Company overview

10.3.2 Product benchmarking

10.3.3 Strategic initiatives

10.4 Varian Medical Systems, Inc.

10.4.1 Company overview

10.4.2 Financial performance

10.4.3 Product benchmarking

10.4.4 Strategic initiatives

10.5 Hologic, Inc.

- 10.5.1 Company overview
- 10.5.2 Financial performance
- 10.5.3 Product benchmarking
- 10.5.4 Strategic initiatives
- 10.6 Cianna Medical
 - 10.6.1 Company overview
 - 10.6.2 Product benchmarking
 - 10.6.3 Strategic initiatives

List Of Tables

LIST OF TABLES

TABLE 1 List of abbreviation

TABLE 2 Top 10 countries with the highest rates of breast cancer, 2019

TABLE 3 List of key distributors

TABLE 4 List of key emerging companies /technology disruptors/innovators

TABLE 5 North America breast cancer brachytherapy market, by country, 2016 - 2027
(USD Million)

TABLE 6 North America breast cancer brachytherapy market, by technology, 2016 -
2027 (USD Million)

TABLE 7 The U.S. breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 8 Canada breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 9 Europe breast cancer brachytherapy market, by country, 2016 - 2027 (USD
Million)

TABLE 10 Europe breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 11 The U.K. breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 12 Germany breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 13 Italy breast cancer brachytherapy market, by technology, 2016 - 2027 (USD
Million)

TABLE 14 France breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 15 Spain breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 16 Russia breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 17 Asia Pacific breast cancer brachytherapy market, by country, 2016 - 2027
(USD Million)

TABLE 18 Asia Pacific breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 19 Japan breast cancer brachytherapy market, by technology, 2016 - 2027
(USD Million)

TABLE 20 China breast cancer brachytherapy market, by technology, 2016 - 2027

(USD Million)

TABLE 21 India breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 22 South Korea breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 23 Australia breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 24 Singapore breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 25 Latin America breast cancer brachytherapy market, by country, 2016 - 2027 (USD Million)

TABLE 26 Latin America breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 27 Brazil breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 28 Mexico breast cancer brachytherapy market, by technology, 2016 - 2027 (USD million)

TABLE 29 Argentina breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 30 MEA breast cancer brachytherapy market, by country, 2016 - 2027 (USD Million)

TABLE 31 MEA breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 32 South Africa breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 33 Saudi Arabia breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

TABLE 34 UAE breast cancer brachytherapy market, by technology, 2016 - 2027 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Breast cancer brachytherapy market snapshot
- Fig. 2 Breast cancer brachytherapy market segmentation
- Fig. 3 Breast cancer brachytherapy market driver impact
- Fig. 4 Global breast cancer prevalence projection,2016-2027 (Number of registered cases)
- Fig. 5 Breast cancer brachytherapy market restraint impact
- Fig. 6 SWOT analysis, by factor (political & legal economic and technological)
- Fig. 7 Porter's five forces analysis
- Fig. 8 Company market share analysis
- Fig. 9 Company market position analysis
- Fig. 10 Competitive dashboard analysis
- Fig. 11 Regional network map
- Fig. 12 Breast cancer brachytherapy market: Technology outlook and key takeaways
- Fig. 13 Breast cancer brachytherapy market: Technology movement analysis
- Fig. 14 High Dose Rate (HDR) brachytherapy market, 2016 - 2027 (USD Million)
- Fig. 15 LowDose Rate (LDR) brachytherapy market, 2016 - 2027 (USD Million)
- Fig. 16 Breast cancer brachytherapy market: Regional outlook and key takeaways
- Fig. 17 Breast cancer brachytherapy market: Regional movement analysis
- Fig. 18 North America
- Fig. 19 North America market estimates and forecasts, 2016 - 2027
- Fig. 20 The U.S.
- Fig. 21 The U.S. market estimates and forecasts, 2016 - 2027
- Fig. 22 Canada
- Fig. 23 Canada market estimates and forecasts, 2016 - 2027
- Fig. 24 Europe
- Fig. 25 Europe market estimates and forecasts, 2016 - 2027
- Fig. 26 Germany
- Fig. 27 Germany market estimates and forecasts, 2016 - 2027
- Fig. 28 The U.K.
- Fig. 29 The U.K. market estimates and forecasts, 2016 - 2027
- Fig. 30 France
- Fig. 31 France market estimates and forecasts, 2016 - 2027
- Fig. 32 Italy
- Fig. 33 Italy market estimates and forecasts, 2016 - 2027
- Fig. 34 Spain

- Fig. 35 Spain market estimates and forecasts, 2016 - 2027
- Fig. 36 Russia
- Fig. 37 Russia market estimates and forecasts, 2016 - 2027
- Fig. 38 Asia Pacific
- Fig. 39 Asia Pacific market estimates and forecasts, 2016 - 2027
- Fig. 40 Japan
- Fig. 41 Japan market estimates and forecasts, 2016 - 2027
- Fig. 42 China
- Fig. 43 China market estimates and forecasts, 2016 - 2027
- Fig. 44 India
- Fig. 45 India market estimates and forecasts, 2016 - 2027
- Fig. 46 Australia
- Fig. 47 Australia market estimates and forecasts, 2016 - 2027
- Fig. 48 Singapore
- Fig. 49 Singapore market estimates and forecasts, 2016 - 2027
- Fig. 50 South Korea
- Fig. 51 South Korea market estimates and forecasts, 2016 - 2027
- Fig. 52 Latin America
- Fig. 53 Latin America market estimates and forecasts, 2016 - 2027
- Fig. 54 Brazil
- Fig. 55 Brazil market estimates and forecasts, 2016 - 2027
- Fig. 56 Mexico
- Fig. 57 Mexico market estimates and forecasts, 2016 - 2027
- Fig. 58 Argentina
- Fig. 59 Argentina market estimates and forecasts, 2016 - 2027
- Fig. 60 Middle East & Africa
- Fig. 61 Middle East and Africa market estimates and forecasts, 2016 - 2027
- Fig. 62 South Africa
- Fig. 65 South Africa market estimates and forecasts, 2016 - 2027
- Fig. 64 Saudi Arabia
- Fig. 63 Saudi Arabia market estimates and forecasts, 2016 - 2027
- Fig. 66 UAE
- Fig. 67 UAE market estimates and forecasts, 2016 - 2027
- Fig. 68 Company Profiles

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