

Cervical Dysplasia Market Size, Share & Trends Analysis Report By Diagnosis Type (Diagnostic Tests, Diagnostic Devices), By End-use (Hospitals, Diagnostic Centers, Ambulatory Surgical Centers), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Cervical Dysplasia Market Growth & Trends

The global cervical dysplasia market size is expected to reach USD 890.9 million by 2027, expanding at a CAGR of 7.3%, according to a new report by Grand View Research, Inc. Key drivers of the market include the increasing prevalence of cervical cancer cases, rise in government initiatives, and growing awareness. According to the WHO, cervical cancer is the 4th most frequent disease observed in women across the globe. An estimated 570,000 new cases of the disease were observed during 2018 that represents 6.6% of all cancers in females. Most of the deaths caused due to the disease were observed in middle and low-income countries.

In addition, government and other major players are also undertaking initiatives in order to enhance awareness among women across the globe. For instance, in 2018, WHO launched a Plan of Action for Cervical Cancer Prevention and Control 2018 to 2030. The major goal of this plan is to accelerate progress towards eliminating the disease in the region U.S. by reducing mortality and incidence rates by one-third by 2030.

Also, seven UN agencies that are under the United Nations Task Force on NCDs established a 5-year Joint Program to prevent and control cervical cancer. The program aims at providing technical assistance as well as global leadership to support

governments as well as their partners to sustain and build high quality national comprehensive cervical cancer control programs for women. Thus, a rise in initiatives undertaken by the government is expected to upsurge the usage of cervical dysplasia tests in the near future.

Growing initiatives undertaken by major market players is also one of the factors expected to fuel the market growth during the forecast period. For instance, in November 2019, BD announced that the company submitted a premarket approval supplement to the U.S. FDA in order to expand BD Onclarity HPV Assay's version. The assay detects HPV genotypes 45, 18, and 16. The company seeks approval from the U.S. FDA to include HPV genotypes 51, 31, and 8 additional types to BD Onclarity HPV Assay. Therefore, the rise in product advancements done by major market players is expected to boost market growth.

The rise in the number of product launches is expected to fuel the market growth during the forecast period. For instance, in December 2018, Nurx a telemedicine startup based in California launched an HPV testing kit, which is a direct-to-customer product. The test is free of cost with insurance and facilitates the detections of 14 high-risk HPV genotypes. This initiative encourages women living in rural areas as well as those without insurance with cervical cancer screening tests. Thus, North America is expected to witness exponential growth owing to the rise in initiatives undertaken by startups in the region to increase the adoption of HPV tests across women aged 25 years and above. Therefore, a growing number of initiatives undertaken by new market players are also expected to enhance the diagnosis of cervical cancer.

Cervical Dysplasia Market Report Highlights

Diagnostic tests are anticipated to dominate the market during the forecast period owing to the efficacy, flexibility, and cost-effectiveness of the tests

Hospitals held the largest market share in 2019 owing to the availability of technologically advanced diagnostic devices and tests and the presence of various reimbursement policies

In North America, the market is expected to witness exponential growth during the forecast period owing to a rise in the prevalence of cervical cancer, a growing number of awareness and screening campaigns, and the launch of technologically advanced products for the diagnosis of cervical dysplasia.

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