

Digital Mammography Market Size, Share & Trends Analysis Report By Product (2D Full Field Digital Mammography Tomosynthesis, 3D Full Field Digital Mammography Tomosynthesis), By End-use, And Segment Forecasts, 2022 - 2030

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Abstracts

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Digital Mammography Market Growth & Trends

The global digital mammography market size is expected to reach USD 2.95 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 10.26% from 2022 to 2030. The increasing efforts by various governments and NGOs to promote awareness regarding the early detection of microcalcifications in breast tissue are primarily responsible for market growth.

For instance, in the Netherlands, the National Breast Cancer Screening Program was established for women aged 50 to 75. Women in this age group were invited for a mammogram every two years. Similarly, as part of the government's national screening program, Breast Screen Australia, women aged 50 to 74 in Australia are mandated to receive free mammograms every two years. Some other significant organizations such as the National Breast Cancer Foundation, the CDC, and the Breast Cancer Organization are promoting the early diagnosis of mammary gland calcification.

Prominent mammography manufacturers are developing new products and increasing the number of approved devices, which will drive the demand in the coming years. For example, Siemens Healthineers received FDA certification for its improved mammography platform MAMMOMAT Revelation in March 2018. This platform is paired

with a new InSpect specimen imaging tool and HD Breast Biopsy technology to allow for one-click targeting of damaged regions. Furthermore, in October 2021, iCAD, Inc. launched its next generation of ProFound AI for 2D Mammography.

Furthermore, the application of AI in 3D mammography has minimized exam time while retaining image quality. For instance, in March 2021, iCAD received the USFDA authorization for its ProFound AI Version 3.0 for Digital Breast Tomosynthesis (DBT) system. When compared to prior versions of the program, it gives up to a 10% boost in specificity performance, a 1% improvement in sensitivity, and 40% fast processing. As a result, the rapid FDA approval of AI-enabled 3D mammography equipment is further propelling the market growth.

Digital Mammography Market Report Highlights

Based on the product, 3D full-field digital mammography tomosynthesis is expected to expand at the fastest CAGR of 10.74% from 2022 to 2030 owing to the technology's sharp visual results and lower recall rates. Furthermore, 3D breast tomosynthesis overcomes the limitations of conventional mammography by assisting in the identification of all types of lesions

By end-use, the hospitals segment captured the largest revenue share of over 45.0% in 2021 owing to the increasing investments in healthcare infrastructure development, higher purchasing power, the availability of well-equipped operating and diagnostic rooms, and better health coverage for hospital-based healthcare services

In 2021, North America dominated the market with a revenue share of over 35.0% due to the increasing adoption of technologically advanced screening devices and an upsurge in the number of approvals of 3D systems

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