

Middle East Breast Cancer Diagnostics Market Size, Share & Trends Analysis Report By Product (Platform-based, Instrument-based), By Type (Imaging, Biopsy, Blood Tests), By Application, By End Use, By Country, And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/MB9C6A14C98AEN.html>

Date: September 2025

Pages: 130

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

ID: MB9C6A14C98AEN

Abstracts

Market Size & Trends

The Middle East breast cancer diagnostics market size was estimated at USD 95.25 million in 2024 and is projected to reach USD 165.10 million by 2033, growing at a CAGR of 6.39% from 2025 to 2033. The market is primarily driven by the rising incidence of breast cancer, which remains the most common cancer among women in the region. Increasing government-led screening initiatives, awareness campaigns, and early detection programs are improving uptake of diagnostic tools. Growing investments in advanced imaging technologies, molecular diagnostics, and genetic testing fuel demand. Favorable collaborations between regional health ministries and global diagnostic companies, coupled with expanding access to private healthcare, are accelerating market growth and supporting the shift toward precision-based diagnostics.

The market is growing steadily, supported by rising cancer incidence, increasing awareness, and strong government-led screening initiatives. Across the region, breast cancer remains the most common cancer among women, with cases often diagnosed at younger ages compared to global averages. Early detection has become a central focus, as technological advancements in diagnostics significantly improve survival rates, recovery outcomes, and overall quality of life. Governments are investing in digital health, AI-powered solutions, and nationwide awareness campaigns, which are expected to accelerate the adoption of advanced diagnostic tools and expand access to early screening.

Saudi Arabia represents the largest share of the regional market and is actively transforming its breast cancer diagnostic landscape. In 2024, the country recorded more than 61,000 breast cancer cases, underlining the urgency of early detection and screening. The Ministry of Health (MoH) has launched multiple initiatives, including an AI-enabled breast cancer screening program in collaboration with the Saudi Data and Artificial Intelligence Authority. In addition, the Seha Virtual Hospital partnered with Saudi Telecom Company in October 2022 to introduce one of the first oncology e-platforms in the region, designed to support healthcare professionals in diagnosis and patient management. Saudi Arabia's robust regulatory ecosystem, led by the Saudi Food and Drug Authority (SFDA) and supported by centralized procurement from the National Unified Company for Medical Supplies, ensures the safety, quality, and accessibility of diagnostics. These measures and insurance oversight by the Cooperative Council of Health Insurance create a strong framework for long-term market growth.

Breast cancer is the leading cancer among women in the UAE, with most cases detected in women below the age of 50, creating a significant public health concern. Government and nonprofit collaborations are driving awareness and access. For example, Friends of Cancer Patients (FOCP), the UAE Ministry of Health and Prevention (MoHAP), and pharmaceutical companies such as Pfizer and MSD have launched large-scale awareness and free screening campaigns. In 2023, Emirates Health Services (EHS) initiated free mammogram screenings for low-income women, reflecting a strong commitment to equitable healthcare access. The UAE regulatory framework, overseen by MoHAP, has formalized breast cancer screening programs across emirates, while insurance coverage is gradually expanding to include diagnostic services, signaling a shift toward improved reimbursement and adoption.

In Kuwait, rising awareness campaigns and the government's growing emphasis on early detection are shaping the market trajectory. The National Campaign for Cancer Awareness launched an extensive breast cancer initiative in 2022, while the Kuwait Cancer Control Center introduced novel diagnostic services in 2021 to strengthen screening programs. The Ministry of Health's Department of Medical Devices and Supplies regulates IVD imports and approvals, ensuring high standards for safety and quality. However, challenges remain in reimbursement, as precision diagnostics are still not widely covered, with public healthcare spending accounting for over 80% of total expenditures. Despite these limitations, insurance providers such as GIG-Kuwait are expanding coverage for essential medical needs, and with the population projected to grow, demand for accessible and accurate breast cancer diagnostic solutions is

expected to increase.

The UAE is emerging as a regional leader in breast cancer diagnostics, driven by strategic collaborations, technological innovation, and national awareness programs. In June 2025, M42, in partnership with AstraZeneca and SOPHiA GENETICS, launched a nationwide liquid biopsy initiative to integrate advanced genomic profiling into clinical care. Using SOPHiA GENETICS' MSK-ACCESS® powered with SOPHiA DDM™, this program enables non-invasive cancer detection through a simple blood draw, complementing traditional biopsies and expanding access to precision oncology nationwide. Following validation at Cleveland Clinic Abu Dhabi, the program will roll out nationwide, initially targeting lung, breast, ovarian, colorectal, and pancreatic cancers, while laying the foundation for wider Middle East expansion.

In parallel, AI is reshaping breast cancer screening. In March 2025, Lunit secured a five-year contract with SEHA, the UAE's largest healthcare network, to deploy its INSIGHT MMG solution across 14 hospitals and 70 clinics. This AI-driven mammography platform will analyze over 100,000 mammograms, improving diagnostic efficiency and supporting SEHA's national screening programs. The initiative builds on a successful proof-of-concept launched in 2022 and underscores the UAE's role in advancing AI-driven radiology.

These efforts align closely with the Ministry of Health and Prevention's (MoHAP) annual national awareness campaigns, organized in collaboration with the Friends of Cancer Patients' Pink Caravan. Campaigns such as "Screen and Reassure Us" (2022) and "Powered by You" (2023) have expanded access to free mammograms, mobile screening services, and public education initiatives, with examinations conducted across universities, malls, workplaces, and community hubs. By integrating awareness, screening, and diagnostics, these programs have raised early detection rates and significantly improved survival outcomes.

Adding further momentum, Koning Corporation marked its UAE entry in June 2025 by installing the Koning Vera 3D Breast CT system at the Family Health Promotion Center in Sharjah. Unlike traditional mammography, this no-compression imaging system offers high-resolution isotropic 3D images in just seven seconds, improving diagnostic accuracy, reducing unnecessary biopsies, and enhancing patient comfort. The system, distributed in partnership with FourMed Medical Supplies LLC, highlights the UAE's focus on integrating next-generation imaging solutions into its healthcare system.

These initiatives-spanning AI-powered imaging, liquid biopsy innovation, advanced 3D

breast CT, and nationwide awareness campaigns-illustrate the UAE's multi-pronged strategy to strengthen breast cancer care. By fostering public-private partnerships, scaling new technologies, and promoting early detection, the country is positioning itself at the forefront of precision oncology and patient-centered diagnostics in the Middle East.

Middle East Breast Cancer Diagnostics Market Report Segmentation

This report forecasts revenue growth and provides an analysis of the latest trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Middle East breast cancer diagnostics market by type, product, application, end use, and region:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Imaging

Biopsy

Genomic Tests

Blood Tests

Others

Product Outlook (Revenue, USD Million, 2021 - 2033)

Platform-based products

Next Generation Sequencing

Microarrays

PCR

Others

Instrument-based products

Imaging

Biopsy

Application Outlook (Revenue, USD Million, 2021 - 2033)

Screening

Diagnostic & Predictive

Prognostic

Research

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Hospitals & Clinics

Medical labs & Diagnostics Centers

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

Middle East

Saudi Arabia

UAE

Kuwait

Qatar

Oman

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