

Pancreatic Cancer Precision Medicine Market Size, Share & Trends Analysis Report By Therapeutic Approach (Targeted Therapy, Immunotherapy, Chemotherapy-precision Combinations), By Diagnostic Technology, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Pancreatic Cancer Precision Medicine Market Growth & Trends

The global pancreatic cancer precision medicine market size is anticipated to reach USD 1.88 billion by 2030, registering a CAGR of 19.2% during the forecast period, according to a new report by Grand View Research, Inc. The pancreatic cancer precision medicine industry experiences growth due to the increasing adoption of targeted therapies and immunotherapies, which enhanced survival rates and minimized side effects. Advanced diagnostic tools, including liquid biopsies and molecular profiling, improved early detection and treatment efficacy. This shift towards precision medicine facilitated more effective, individualized treatment strategies.

Technological progress, specifically the integration of next-generation sequencing and bioinformatics, facilitated the discovery of new therapeutic targets, enabling more effective drug design. Pharmaceutical companies, academic institutions, and government organizations increased their investments, supporting the development of innovative therapies. Initiatives such as the PanCAN grants program demonstrated a commitment to funding pancreatic cancer research, driving market growth.

The rising incidence of pancreatic cancer, influenced by lifestyle factors and an aging population, created a higher demand for specialized treatments. In 2024, Cancer Australia estimated 4,641 new pancreatic cancer cases were diagnosed in the country.

This growing prevalence propelled market growth as healthcare providers sought more effective options. Furthermore, strategic collaborations between pharmaceutical companies and research institutions and regulatory support further accelerated market growth.

Pancreatic Cancer Precision Medicine Market Report Highlights

Based on therapeutic approach, targeted therapy dominated the market and accounted for a share of 56.0% in 2024, owing to advancements in personalized treatment and genomic profiling.

Chemotherapy-precision combinations, on the other hand, is expected to grow at the fastest CAGR of over the forecast period.

Based on diagnostic technology, genomic testing led the market and accounted for 40.8% in 2024. Its role in identifying actionable mutations proved essential for personalized treatment.

Liquid biopsies, a minimally invasive method for early detection via ctDNA and CTC analysis, are projected to grow at the fastest CAGR of 20.3% over the forecast period, driven by improved patient outcomes.

The increasing adoption of targeted therapies and immunotherapies, coupled with advanced diagnostics, fuels market growth by enhancing survival rates and tailoring effective precision medicine strategies.

North America dominated the global pancreatic cancer precision medicine industry with a 42.9% revenue share, driven by high incidence rates and demand for effective treatments.

Market players operating in the pancreatic cancer precision medicine industry include AstraZeneca; Pfizer Inc.; Novartis AG; Amgen Inc.; F. Hoffmann-La Roche Ltd; Bayer AG; Eli Lilly and Company; Merck & Co., Inc.; Teva Pharmaceutical Industries Ltd; PharmaCyte Biotech, Inc.; Genentech, Inc.; Guardant Health; Illumina, Inc.; ThermoFisher Scientific Inc.; FOUNDATION MEDICINE, INC.

In August 2024, Illumina Inc. launched a new oncology menu for its NovaSeq X Series customers, expanding comprehensive genomic profiling at lower costs and greater scale for customers worldwide.

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