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Colorectal Cancer Screening Tests Market (By Type, End User, and Region), Key Company Profiles, Market Dynamics, Trends and Recent Developments – Global Forecast to 2034

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Abstracts

The global colorectal cancer screening tests market was valued at US$ 16.87 billion in 2025, and is projected to reach US$ 29.75 billion by 2034. The market's expansion is being shaped by four structural forces: rising awareness of preventive healthcare, broader adoption of population-based screening programs, advances in diagnostic technologies, and increasing emphasis on early detection and intervention. Growing awareness of the importance of routine screening, combined with improvements in test accuracy, convenience, and accessibility, is expected to expand screening participation and support sustained market growth. In parallel, favorable government initiatives, screening guidelines, and reimbursement policies are helping reduce barriers to adoption and accelerate the integration of colorectal cancer screening into routine preventive care.

Colorectal cancer (CRC) develops when abnormal cells in the colon or rectum grow uncontrollably and can subsequently invade surrounding tissues or spread to other parts of the body. The risk of CRC increases with age, with screening generally recommended for adults beginning at 45 years, particularly those at average or elevated risk. Screening plays a critical role in identifying cancer at earlier, more treatable stages and detecting precancerous lesions before they progress to invasive disease. Consequently, the increasing focus of healthcare systems on prevention and early intervention is expanding the role of screening from a diagnostic service to a core component of population health management.

The colorectal cancer screening tests market encompasses diagnostic tests and

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procedures used to detect CRC, precancerous polyps, and other abnormalities in the colon and rectum, often before symptoms emerge. Key screening modalities include Stool-based tests, colonoscopy, flexible sigmoidoscopy, and CT colonography. These technologies serve multiple clinical and public-health objectives, including population-level screening, early cancer detection, risk assessment, and follow-up evaluation of abnormal results. The emergence of increasingly convenient and minimally invasive testing options is also broadening the potential screening population and creating new avenues for market growth.

Rising CRC Incidence Expands the Screening Opportunity

The increasing global burden of colorectal cancer is one of the most important demand-side drivers for screening tests. CRC remains among the most frequently diagnosed cancers and a major contributor to cancer mortality, reinforcing the need for earlier and more systematic detection. In the United States, the American Cancer Society estimates 158,850 new colorectal cancer cases and 55,230 deaths in 2026, highlighting the continuing disease burden and the resulting need for effective screening strategies.

Importantly, the epidemiology of CRC is also evolving. The growing incidence of early-onset colorectal cancer among younger adults is expanding the population considered relevant for screening and prompting healthcare systems to reassess traditional age-based approaches. As evidence increasingly highlights the clinical consequences of delayed detection, screening is becoming more closely linked to long-term population health strategies. This shift is expanding the market opportunity beyond conventional screening among older adults toward earlier risk identification, broader population participation, and longitudinal disease prevention.

Innovation Is Reshaping the Competitive Landscape

The market is characterized by a combination of established diagnostic companies and emerging innovators, with Exact Sciences, Olympus Corporation, and Fujifilm among the prominent players. Their competitive positioning is supported by continued R&D investment, product innovation, extensive distribution capabilities, and established relationships with healthcare providers.

Product innovation is increasingly focused on improving screening accuracy while reducing patient burden and expanding accessibility. For example, Exact Sciences launched Cologuard Plus in March 2025, a next-generation, non-invasive multi-target stool DNA test for average-risk adults aged 45 and older. The FDA-approved test

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demonstrated 95% sensitivity for colorectal cancer at 94% specificity and was designed to reduce unnecessary follow-up colonoscopies by up to 40% compared with the original Cologuard test.

At the same time, Guardant Health's Shield marked a significant shift toward blood-based screening. Approved by the FDA on July 26, 2024, Shield became the first FDA-approved blood-based colorectal cancer screening test for average-risk adults aged 45 and older. By analyzing blood-derived DNA for molecular changes associated with colorectal cancer, the test offers a less invasive screening option and illustrates the broader industry movement toward convenient, patient-centric, and scalable screening technologies.

Overall, the market is moving toward a model in which earlier intervention, improved patient adherence, non-invasive testing, and technology-enabled detection increasingly determine competitive advantage. Companies that can combine diagnostic accuracy with convenience, affordability, reimbursement access, and broad population reach are likely to capture a growing share of the expanding colorectal cancer screening opportunity.

Recent Developments

In March 2026, Guardant Health announced that its Shield blood-based colorectal cancer screening test had become widely accessible for physician ordering through Quest Diagnostics' nationwide network. The collaboration enables clinicians across the US to order Shield through their existing Quest accounts and electronic health record systems, expanding access to a non-invasive blood-based screening option for colorectal cancer.

In March 2025, Exact Sciences introduced Cologuard Plus, an advanced non-invasive, multi-target stool DNA screening test for average-risk adults aged 45 and older. The FDA-approved test achieved 95% sensitivity for colorectal cancer and 94% specificity, while offering the potential to reduce unnecessary follow-up colonoscopies by up to 40% compared with the original Cologuard test.

In May 2024, Geneoscopy, Inc., a life sciences company, announced that the U.S. Food and Drug Administration (FDA) had approved its non-invasive colorectal cancer screening test, ColoSense. The test is intended for colorectal cancer screening in adults aged 45 years and older who are considered to be at average risk of developing the disease.

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By Type: Global Colorectal Cancer Screening Tests Market – Key Takeaways

Colonoscopy remains the largest segment of the colorectal cancer screening market, supported by its established role in the detection and prevention of colorectal cancer. As the long-standing gold standard for colorectal evaluation, colonoscopy is widely adopted by healthcare providers and remains a well-established screening and diagnostic procedure. Its leading market position is underpinned by high diagnostic accuracy and the ability to identify and remove precancerous polyps during the same procedure. In addition, the rising incidence of colorectal cancer is increasing demand for colonoscopy-based screening and surveillance, while continued advancements in endoscopic technologies are further supporting segment growth.

Stool-based tests are emerging as a viable alternative to conventional colorectal cancer screening methods, supported by their non-invasive nature, convenience, and ability to detect biomarkers associated with colorectal cancer. As patients increasingly favor screening options that minimize procedural discomfort and preparation requirements, stool-based tests are gaining adoption, particularly among individuals who are reluctant to undergo traditional procedures. Continued improvements in test sensitivity, biomarker detection, and testing methodologies are expected to enhance clinical confidence, patient acceptance, and broader market adoption of stool-based screening technologies.

Flexible sigmoidoscopy examines the rectum and lower colon using a flexible, camera-equipped instrument to detect abnormalities and precancerous lesions. Although its use has declined with the growing adoption of colonoscopy and stool-based screening, it remains an established colorectal cancer screening option. Its limited anatomical coverage constrains its use compared with colonoscopy, but its relatively less invasive nature and shorter procedure make it relevant in selected patient populations and healthcare settings, particularly where access to colonoscopy is limited.

CT colonography uses computed tomography imaging to visualize the entire colon and identify polyps, tumors, and other abnormalities without requiring an

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endoscopic procedure. Its relatively less invasive nature, rapid examination time, and ability to evaluate the full colon support its use as an established colorectal cancer screening option.

By End User: Global Colorectal Cancer Screening Tests Market – Key Takeaways

The hospitals segment is estimated to account for the highest share of the colorectal cancer screening tests market in 2025, supported by established diagnostic infrastructure, specialized clinical expertise, and comprehensive screening and follow-up capabilities. Hospitals have access to colonoscopy systems, pathology laboratories, and multidisciplinary teams of gastroenterologists, colorectal surgeons, and pathologists, enabling integrated screening, diagnosis, and follow-up care. Their ability to perform colonoscopy and manage subsequent interventions, including polyp removal and biopsy, further strengthens their leading position among end-user settings.

Diagnostic imaging centers represent an important end-user segment in the colorectal cancer screening market, supported by their specialized imaging infrastructure and growing adoption of non-invasive screening technologies such as CT colonography. These centers provide access to advanced CT systems and trained imaging professionals, enabling efficient colorectal evaluation and diagnostic assessment. Increasing demand for less invasive screening options and expanding outpatient diagnostic services are expected to support the segment’s growth.

By Region: Global Colorectal Cancer Screening Tests Market – Key Takeaways

North America remains the dominant region in the global colorectal cancer screening market, supported by advanced healthcare infrastructure, the presence of leading medical device and biotechnology companies, and continued investment in screening technologies. Favorable reimbursement policies, government and non-profit screening initiatives, and high awareness of colorectal cancer prevention further support adoption. In the U.S., established

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screening recommendations for average-risk adults beginning at age 45, along with broad access to multiple screening modalities, continue to strengthen regional demand.

The European colorectal cancer screening market is expected to grow steadily over the forecast period, supported by expanding population-based screening programs, rising awareness, and increasing adoption of screening modalities such as stool-based tests and colonoscopy. Government-led initiatives and established screening frameworks across European countries are strengthening early detection and screening participation. Organizations such as United European Gastroenterology (UEG) and the European Code Against Cancer also promote colorectal cancer prevention and screening, supporting continued market development across the region.

Asia Pacific is expected to be the fastest-growing regional market for colorectal cancer screening, driven by rising healthcare expenditure, improving access to diagnostic services, and expanding screening initiatives across countries such as China, India, and Japan. Increasing colorectal cancer incidence, urbanization, lifestyle changes, and dietary shifts are strengthening the need for early detection. Government-led awareness and screening programs, alongside improving healthcare infrastructure and affordability, are expected to further support market expansion across the region.

iGATE RESEARCH report titled “Colorectal Cancer Screening Tests Market (By Type, End User, and Region), Key Company Profiles, Market Dynamics, Trends and Recent Developments – Global Forecast to 2034” provides a comprehensive analysis of the Global Colorectal Cancer Screening Tests Market.

This report has been analyzed from 10 View Points:

1) Global – Colorectal Cancer Screening Tests Market and Forecast (2022 - 2034)

2) Global – Colorectal Cancer Screening Tests Market Share and Forecast (2022 - 2034)

3) By Type - Global Colorectal Cancer Screening Tests Market and Forecast (2022 - 2034)

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4) By End User – Global Colorectal Cancer Screening Tests Market and Forecast (2022 - 2034)

5) By Region – Global Colorectal Cancer Screening Tests Market and Forecast (2022 - 2034)

6) By Country – Global Colorectal Cancer Screening Tests Market and Forecast (2022 - 2034)

7) Global Colorectal Cancer Screening Tests Market – Trends & Recent Developments

8) Global Colorectal Cancer Screening Tests Market – Porter’s Five Forces Analysis

9) Global Colorectal Cancer Screening Tests Market – Key Company Profiles

10) Global Colorectal Cancer Screening Tests – Market Dynamics

By Type - Global Colorectal Cancer Screening Tests Market and Forecast

Stool-based Tests

Colonoscopy

CT Colonography

Flexible Sigmoidoscopy

Others

By End User - Global Colorectal Cancer Screening Tests Market and Forecast

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Hospitals

Clinical Laboratories

Diagnostics Imaging Centers

Others

By Region - Colorectal Cancer Screening Tests Market and Forecast

1. North America

United States

Canada

Mexico

2. Europe

Germany

France

United Kingdom

Italy

Spain

Denmark

Sweden

Norway

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3. Asia Pacific

China

Japan

India

Australia

South Korea

Thailand

4. Latin America

Brazil

Argentina

5. Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Global Colorectal Cancer Screening Tests Market – Key Company Profiles

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1. Polymedco Inc.

2. Eiken Chemical Co. Ltd.

3. Sysmex Corporation

4. Siemens Healthineers AG

5. Quidel Corporation

6. Novigenix SA

7. Hemosure Inc.

8. Exact Sciences Corporation

9. Epigenomics Inc.

10. Olympus Corporation

11. Clinical Genomics Technologies Pty Ltd.

12. Exact Sciences Corporation

13. Clinical Genomics

14. Guardant Health, Inc.

15. Hemosure Inc.

16. Geneoscopy, Inc.

Data Source

iGATE RESEARCH employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports. This report is built by using data and information sourced from Proprietary Information Database, Primary and Secondary Research Methodologies, and In house analysis by iGATE

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