

Precision Medicine Market Report by Product (Consumables, Instruments, Services), Technology (Big Data Analytics, Bioinformatics, Gene Sequencing, Drug Discovery, Companion Diagnostics, and Others), Application (Oncology, Central Nervous System (CNS), Immunology, Respiratory Medicine, Infections, and Others), End User (Hospitals and Clinics, Diagnostic Centers, Pharma and Biotech Companies, Healthcare IT Firms, and Others), and Region 2024-2032

<https://marketpublishers.com/r/PCDDDDFA8F0C2EN.html>

Date: September 2024

Pages: 135

Price: US\$ 3,509.00 (Single User License)

ID: PCDDDDFA8F0C2EN

Abstracts

The global precision medicine market size reached US\$ 75.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 168.3 Billion by 2032, exhibiting a growth rate (CAGR) of 9.1% during 2024-2032. Significant advancements in genomics, increasing healthcare personalization, rising prevalence of chronic diseases, technological innovations, growing investment in research, and a shift towards more effective, tailored treatments are influencing the precision medicine industry.

Precision Medicine Market Analysis:

Market Growth and Size: The precision medicine market share is experiencing rapid growth, driven by increasing demand for personalized treatment modalities and advancements in genomic science. Precision medicine market trends are reflected in the expanding range of precision medicine applications and the significant investments flowing into the sector.

Major Market Drivers: Key drivers include technological advancements in genomics, the rising prevalence of chronic diseases, a shift towards personalized healthcare, and substantial investments in research and development (R&D). These factors are collectively propelling the market forward, aligning with the growing emphasis on more effective and tailored healthcare solutions.

Technological Advancements: Innovations in gene sequencing, big data analytics, and bioinformatics are pivotal, enabling the detailed analysis of genetic data, which in turn facilitates personalized treatment strategies. Such technological progress is vital for the development of targeted therapies and precision diagnostic tools.

Industry Applications: Precision medicine finds extensive applications across oncology, central nervous system (CNS) disorders, immunology, and respiratory medicine, among others, where it enables tailored therapeutic strategies, leading to improved patient outcomes and more efficient disease management.

Key Market Trends: Some of the key precision medicine market trends include the integration of artificial intelligence (AI) and machine learning (ML) to enhance the predictive power of genetic data and improve the personalization of patient care. The market is also seeing a rise in companion diagnostics, emphasizing the importance of aligning therapeutic decisions with individual genetic information.

Geographical Trends: North America leads the market, supported by advanced healthcare infrastructure and significant healthcare investments. However, Asia Pacific is rapidly growing due to increasing healthcare awareness, investment in healthcare infrastructure, and governmental support for personalized medicine.

Competitive Landscape: The market is highly competitive, with key players focusing on innovation, strategic partnerships, and expanding their product portfolios to include sophisticated precision medicine solutions. The competitive edge is largely defined by technological innovation, regulatory approvals, and market expansion strategies.

Challenges and Opportunities: Challenges include high costs, complex regulatory environments, and the need for extensive data integration. On the

other hand, these challenges present opportunities for innovation in cost reduction, regulatory strategy optimization, and the development of advanced data analytics to enhance the efficacy and accessibility of precision medicine.

Precision Medicine Market Trends:

Technological advancements in genomics and bioinformatics:

One of the most significant drivers driving the precision medicine market growth is the rapid advancement in genomics and bioinformatics. High-throughput sequencing technologies have made genome sequencing faster and more affordable, enabling the widespread use of genomic information in clinical practice. This has led to the development of personalized treatments based on the genetic makeup of individuals. Moreover, bioinformatics, which combines biological data with statistical analysis and computational tools, plays a crucial role in interpreting the vast amounts of data generated by genomic sequencing. These technological advancements have paved the way for the identification of genetic mutations responsible for various diseases and the development of targeted therapies that improve treatment outcomes, boosting precision medicine market share.

Increasing prevalence of chronic diseases:

The global increase in chronic diseases such as cancer, diabetes, and cardiovascular diseases (CVDs) is one of the crucial precision medicine market trends aiding in market expansion. These conditions are leading causes of death and disability worldwide, placing a significant burden on healthcare systems. Precision medicine offers a promising approach to managing these diseases, with targeted therapies designed to treat each patient's disease based on their unique genetic profile. This personalized approach not only improves the effectiveness of treatment but also reduces the risk of adverse drug reactions, thereby enhancing patient outcomes and reducing healthcare costs. As the prevalence of these diseases continues to rise, the demand for precision medicine approaches is expected to grow, driving the precision medicine market growth.

Growing investment in research and development:

Investment in research and development (R&D) in the precision medicine industry is acting as another significant growth-inducing factor. Governments, private entities, and

philanthropic organizations are increasingly funding R&D activities in precision medicine to uncover novel therapeutic targets and develop new diagnostic tools and treatments. This investment is crucial for the continuous discovery of biomarkers, the development of companion diagnostics, and the advancement of personalized therapies. Such financial support is fueling innovations in the pipeline and accelerating the translation of scientific discoveries into clinical applications, thereby fostering the growth of the precision medicine share.

Shift Towards Personalized Healthcare:

The growing shift towards personalized healthcare, driven by the increasing demand for tailored treatment options and the rising emphasis on preventive medicine is bolstering the precision medicine market growth. Patients and healthcare providers are becoming more aware of the benefits of personalized medicine, such as improved treatment efficacy, minimized trial and error in drug selection, and reduced treatment costs in the long run. This shift is supported by the integration of electronic health records (EHRs) with genomic data, which enhances the ability to tailor medical treatment to individual characteristics. As a result, there is a growing demand for precision medicine solutions, which is expected to boost precision medicine market share.

Precision Medicine Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product, technology, application, and end user.

Breakup by Product:

Consumables

Instruments

Services

The report has provided a detailed breakup and analysis of the market based on the product. This includes consumables, instruments, and services.

The growing demand for precision medicine consumables, driven by the recurring need

for new reagents and assays in personalized treatment protocols to ensure ongoing precision in patient-specific diagnostic and therapeutic processes is influencing the precision medicine industry.

Besides this, the surge in demand for precision medicine instruments owing to their critical role in advanced diagnostics and therapeutic monitoring, facilitating high-precision, real-time data for personalized healthcare decisions is aiding in market expansion.

Concurrently, the increasing reliance on precision medicine services is fueled by the necessity for expert analysis, interpretation of complex genomic data, and the customization of therapy plans, enhancing the efficacy of personalized treatment strategies.

Breakup by Technology:

Big Data Analytics

Bioinformatics

Gene Sequencing

Drug Discovery

Companion Diagnostics

Others

Drug discovery holds the largest share in the market

A detailed breakup and analysis of the market based on the technology has also been provided in the report. This includes big data analytics, bioinformatics, gene sequencing, drug discovery, companion diagnostics, and others. According to the report, drug discovery accounted for the largest market share.

The demand for precision medicine in drug discovery is mainly propelled by the necessity to develop more effective, safer medications tailored to individual genetic profiles. This approach leverages high-throughput genomic technologies and

bioinformatics, enabling researchers to identify novel therapeutic targets and predict drug responses more accurately. It also facilitates the creation of targeted therapies that significantly improve patient outcomes, reduce adverse effects, and expedite the journey from laboratory research to clinical practice, thus creating a favorable outlook for market expansion.

In line with this, the integration of big data analytics in the healthcare sector for deciphering complex datasets, enabling predictive modeling and personalized treatment strategies is positively impacting the precision medicine industry.

Moreover, the rising demand for bioinformatics, essential in precision medicine for analyzing biological data, especially in understanding genetic variations, which facilitates personalized therapeutic strategies and enhances diagnostic accuracy is impelling the market growth.

In confluence with this, gene sequencing technology is fundamental in identifying genetic disorders and tailoring individualized treatments, which is contributing to its expanding demand in the development of precision medicine.

Additionally, the growing use of companion diagnostics for the effective implementation of precision medicine is aiding in market expansion, as they enable the identification of patients likely to benefit from specific treatments, ensuring targeted therapeutic approaches.

Apart from this, emerging technologies like clustered regularly interspaced short palindromic repeats (CRISPR) gene editing and AI-driven predictive models are propelling precision medicine by enabling groundbreaking personalized treatments and advancing our understanding of complex diseases.

Breakup by Application:

Oncology

Central Nervous System (CNS)

Immunology

Respiratory Medicine

Infections

Others

Oncology holds the largest share in the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes oncology, central nervous system (CNS), immunology, respiratory medicine, infections, and others. According to the report, oncology accounted for the largest market share.

The demand for precision medicine in oncology is driven by its potential to revolutionize cancer treatment through personalized therapy. By understanding the genetic mutations and molecular characteristics of individual tumors, precision oncology allows for the development of targeted therapies that are more effective and have fewer side effects than traditional treatments. This tailored approach improves patient outcomes, enhances survival rates, and offers hope for those with previously untreatable cancers.

In addition to this, precision medicine also finds extensive applications in CNS disorders due to its potential to tailor treatments for neurological conditions, enhancing efficacy and reducing side effects tailored to individual genetic profiles.

Furthermore, immunology's growing reliance on precision medicine due to its ability to customize immune therapies, thereby improving treatment outcomes for autoimmune diseases by targeting patient-specific immunological pathways is fueling the market growth.

In confluence with this, the push for precision medicine in respiratory medicine for its capacity to personalize therapies for chronic respiratory diseases, optimizing treatment effectiveness and patient management based on individual genetic variations is fostering market expansion.

Moreover, the increasing demand in infections, driven by the precision medicine approach to develop targeted antimicrobial treatments to effectively combat antibiotic-resistant strains and tailored therapy based on the pathogen's genetic makeup is influencing market growth.

Besides this, precision medicine is also gaining traction for its ability to provide

customized solutions across various medical fields, enhancing treatment precision, improving clinical outcomes, and offering novel therapeutic options tailored to individual patient profiles.

Breakup by End User:

Hospitals and Clinics

Diagnostic Centers

Pharma and Biotech Companies

Healthcare IT Firms

Others

Hospitals and clinics hold the largest share in the market

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes hospitals and clinics, diagnostic centers, pharma and biotech companies, healthcare IT firms, and others. According to the report, hospitals and clinics accounted for the largest market share.

The demand for precision medicine in hospitals and clinics is escalating as these settings increasingly recognize its potential to significantly enhance patient care. By integrating individual genetic information, hospitals and clinics can offer more accurate diagnoses, effective treatments, and personalized care plans. This shift not only improves patient outcomes but also optimizes healthcare resources, reduces hospitalization rates, and tailors patient management, aligning with the evolving expectations of personalized healthcare.

Along with this, the growing need for precise, personalized diagnostic information to facilitate targeted treatment plans and improved patient outcomes is boosting the adoption of precision medicine approaches in diagnostic centers.

Moreover, pharma and biotech companies are increasingly investing in precision medicine to develop targeted therapies that offer higher efficacy and reduced risk, tailoring treatments to individual genetic profiles, which is further impelling the market

growth.

In line with this, healthcare information technology (IT) firms play a pivotal role in advancing precision medicine, providing the data management and analytics capabilities essential for interpreting complex genomic data and supporting personalized healthcare solutions.

Other sectors, including research institutions and academic centers, are further boosting the demand for precision medicine by pioneering innovative approaches and technologies that enable personalized treatment strategies and advance the field of individualized care.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America leads the market, accounting for the largest precision medicine market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America's robust healthcare infrastructure, substantial investments in healthcare technology, and a strong emphasis on research and innovation are presenting lucrative opportunities for market expansion. The region's advanced regulatory framework supports the rapid adoption of personalized therapies, while the presence of leading biotech and pharmaceutical companies is fueling continuous advancements in precision

medicine. Additionally, the presence of a well-informed population with increasing healthcare expectations is further providing an impetus to the market growth.

Besides this, the strong governmental support in Europe, extensive research collaborations, and well-established healthcare systems prioritizing personalized healthcare solutions and innovation in precision medicine are aiding in market expansion.

Concurrently, rapidly growing healthcare infrastructure, increasing investments in biotechnology, and rising awareness of personalized medicine's benefits are fueling the demand in the Asia Pacific region.

Furthermore, In Latin America, growing healthcare expenditure, increasing focus on research and development, and the rising prevalence of chronic diseases are boosting the adoption of precision medicine.

Apart from this, the demand in the Middle East and Africa is propelled by increasing healthcare investments, government initiatives to incorporate advanced healthcare technologies, and the rising demand for effective, personalized therapeutic approaches.

Leading Key Players in the Precision Medicine Industry:

The competitive landscape of the global precision medicine market is intensely dynamic and characterized by rapid technological advancements, strategic collaborations, and a strong focus on innovation. Major players in the field, including biotechnology firms, pharmaceutical giants, and healthcare IT companies, are continually expanding their product portfolios and enhancing their capabilities through research and development (R&D) investments, mergers and acquisitions, and partnerships with academic institutions and research organizations. These companies are competing fiercely to develop and commercialize precision medicine solutions that include advanced genomic analysis, biomarker detection, and personalized therapeutic interventions. The market is also witnessing a growing emphasis on regulatory compliance and the establishment of robust intellectual property rights, which are crucial for sustaining competitive advantage.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

AstraZeneca plc

Bayer AG

bioMérieux SA

Bristol-Myers Squibb Company

Eli Lilly and Company

F. Hoffmann-La Roche AG

Illumina Inc.

Laboratory Corporation of America Holdings

Merck KGaA

Novartis AG

Pfizer Inc.

Qiagen N.V.

Quest Diagnostics Incorporated

Thermo Fisher Scientific Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

In December 2023, AstraZeneca acquired CAR-T Firm Gracell to enhance its existing capabilities and previous investments in cell therapy in hematology and bring a potential best-in-class treatment to patients living with blood cancers.

In May 2023, Bayer launched a business unit focused on developing new

Precision Health products across its range of everyday health categories.

In February 2023, Roche announced the expansion of its partnership with Janssen Biotech Inc. (Janssen), aiming to develop companion diagnostics for targeted treatments, thereby enhancing their joint research and innovation efforts.

Key Questions Answered in This Report:

How has the global precision medicine market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global precision medicine market?

What is the impact of each driver, restraint, and opportunity on the global precision medicine market?

What are the key regional markets?

Which countries represent the most attractive precision medicine market?

What is the breakup of the market based on the product?

Which is the most attractive product in the precision medicine market?

What is the breakup of the market based on technology?

Which is the most attractive technology in the precision medicine market?

What is the breakup of the market based on the application?

Which is the most attractive application in the precision medicine market?

What is the breakup of the market based on the end user?

Which is the most attractive end user in the orthodontic consumables market?

What is the competitive structure of the market?

Who are the key players/companies in the global precision medicine market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PRECISION MEDICINE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Consumables
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Instruments
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Services

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY TECHNOLOGY

7.1 Big Data Analytics

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Bioinformatics

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Gene Sequencing

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Drug Discovery

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Companion Diagnostics

7.5.1 Market Trends

7.5.2 Market Forecast

7.6 Others

7.6.1 Market Trends

7.6.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Oncology

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Central Nervous System (CNS)

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Immunology

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Respiratory Medicine

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Infections

- 8.5.1 Market Trends
- 8.5.2 Market Forecast
- 8.6 Others
 - 8.6.1 Market Trends
 - 8.6.2 Market Forecast

9 MARKET BREAKUP BY END USER

- 9.1 Hospitals and Clinics
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Diagnostic Centers
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Pharma and Biotech Companies
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Healthcare IT Firms
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Others
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends

- 10.2.2.2 Market Forecast
- 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
- 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
- 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
- 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America

10.4.1 Brazil

10.4.1.1 Market Trends

10.4.1.2 Market Forecast

10.4.2 Mexico

10.4.2.1 Market Trends

10.4.2.2 Market Forecast

10.4.3 Others

10.4.3.1 Market Trends

10.4.3.2 Market Forecast

10.5 Middle East and Africa

10.5.1 Market Trends

10.5.2 Market Breakup by Country

10.5.3 Market Forecast

11 SWOT ANALYSIS

11.1 Overview

11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 AstraZeneca plc

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.1.3 Financials

15.3.1.4 SWOT Analysis

15.3.2 Bayer AG

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.2.3 Financials

15.3.2.4 SWOT Analysis

15.3.3 bioMérieux SA

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.3.3 Financials

15.3.3.4 SWOT Analysis

15.3.4 Bristol-Myers Squibb Company

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.4.3 Financials

15.3.4.4 SWOT Analysis

15.3.5 Eli Lilly and Company

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.5.3 Financials

15.3.5.4 SWOT Analysis

15.3.6 F. Hoffmann-La Roche AG

15.3.6.1 Company Overview

15.3.6.2 Product Portfolio

15.3.6.3 SWOT Analysis

15.3.7 Illumina Inc.

15.3.7.1 Company Overview

15.3.7.2 Product Portfolio

15.3.7.3 Financials

15.3.7.4 SWOT Analysis

15.3.8 Laboratory Corporation of America Holdings

15.3.8.1 Company Overview

15.3.8.2 Product Portfolio

15.3.8.3 Financials

- 15.3.8.4 SWOT Analysis
- 15.3.9 Merck KGaA
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 Novartis AG
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
 - 15.3.10.3 Financials
 - 15.3.10.4 SWOT Analysis
- 15.3.11 Pfizer Inc.
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
 - 15.3.11.3 Financials
 - 15.3.11.4 SWOT Analysis
- 15.3.12 Qiagen N.V.
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio
 - 15.3.12.3 Financials
 - 15.3.12.4 SWOT Analysis
- 15.3.13 Quest Diagnostics Incorporated
 - 15.3.13.1 Company Overview
 - 15.3.13.2 Product Portfolio
 - 15.3.13.3 Financials
 - 15.3.13.4 SWOT Analysis
- 15.3.14 Thermo Fisher Scientific Inc.
 - 15.3.14.1 Company Overview
 - 15.3.14.2 Product Portfolio
 - 15.3.14.3 Financials
 - 15.3.14.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Precision Medicine Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Precision Medicine Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 3: Global: Precision Medicine Market Forecast: Breakup by Technology (in Million US\$), 2024-2032

Table 4: Global: Precision Medicine Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Precision Medicine Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 6: Global: Precision Medicine Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Precision Medicine Market: Competitive Structure

Table 8: Global: Precision Medicine Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Precision Medicine Market: Major Drivers and Challenges

Figure 2: Global: Precision Medicine Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Precision Medicine Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Precision Medicine Market: Breakup by Product (in %), 2023

Figure 5: Global: Precision Medicine Market: Breakup by Technology (in %), 2023

Figure 6: Global: Precision Medicine Market: Breakup by Application (in %), 2023

Figure 7: Global: Precision Medicine Market: Breakup by End User (in %), 2023

Figure 8: Global: Precision Medicine Market: Breakup by Region (in %), 2023

Figure 9: Global: Precision Medicine (Consumables) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Precision Medicine (Consumables) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Precision Medicine (Instruments) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Precision Medicine (Instruments) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Precision Medicine (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Precision Medicine (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Precision Medicine (Big Data Analytics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Precision Medicine (Big Data Analytics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Precision Medicine (Bioinformatics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Precision Medicine (Bioinformatics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Precision Medicine (Gene Sequencing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Precision Medicine (Gene Sequencing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Precision Medicine (Drug Discovery) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Precision Medicine (Drug Discovery) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Precision Medicine (Companion Diagnostics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Precision Medicine (Companion Diagnostics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Precision Medicine (Other Technologies) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Precision Medicine (Other Technologies) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Precision Medicine (Oncology) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Precision Medicine (Oncology) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Precision Medicine (Central Nervous System-CNS) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Precision Medicine (Central Nervous System-CNS) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Precision Medicine (Immunology) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Precision Medicine (Immunology) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Precision Medicine (Respiratory Medicine) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Precision Medicine (Respiratory Medicine) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Precision Medicine (Infections) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Precision Medicine (Infections) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: Precision Medicine (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: Precision Medicine (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Global: Precision Medicine (Hospitals and Clinics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: Precision Medicine (Hospitals and Clinics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Global: Precision Medicine (Diagnostic Centers) Market: Sales Value (in

Million US\$), 2018 & 2023

Figure 42: Global: Precision Medicine (Diagnostic Centers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Global: Precision Medicine (Pharma and Biotech Companies) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Global: Precision Medicine (Pharma and Biotech Companies) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Global: Precision Medicine (Healthcare IT Firms) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Global: Precision Medicine (Healthcare IT Firms) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Global: Precision Medicine (Other End Users) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Global: Precision Medicine (Other End Users) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: North America: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: North America: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: United States: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: United States: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Canada: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Canada: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Asia-Pacific: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Asia-Pacific: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: China: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: China: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Japan: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Japan: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: India: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: India: Precision Medicine Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 63: South Korea: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: South Korea: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Australia: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Australia: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Indonesia: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Indonesia: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Others: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Others: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Europe: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Europe: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Germany: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Germany: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: France: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: France: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: United Kingdom: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: United Kingdom: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Italy: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Italy: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Spain: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Spain: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 83: Russia: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: Russia: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 85: Others: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Others: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Latin America: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Latin America: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Brazil: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 90: Brazil: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 91: Mexico: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 92: Mexico: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 93: Others: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 94: Others: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 95: Middle East and Africa: Precision Medicine Market: Sales Value (in Million US\$), 2018 & 2023

Figure 96: Middle East and Africa: Precision Medicine Market: Breakup by Country (in %), 2023

Figure 97: Middle East and Africa: Precision Medicine Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 98: Global: Precision Medicine Industry: SWOT Analysis

Figure 99: Global: Precision Medicine Industry: Value Chain Analysis

Figure 100: Global: Precision Medicine Industry: Porter's Five Forces Analysis

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