

Breast Cancer Market Assessment, By Type [Ductal Carcinoma In Situ, Invasive Ductal Carcinoma, Lobular Carcinoma In Situ, Invasive Lobular Cancer, Triple Negative Breast Cancer, Inflammatory Breast Cancer, Metastatic Breast Cancer, Breast Cancer During Pregnancy, Other Types], By Treatment Type [Surgery, Radiation Therapy, Chemotherapy, Hormonal therapy, Targeted Therapy, Immunotherapy, Neoadjuvant Systemic Therapy, Others], By End-user [Hospitals, Ambulatory Care Centers, Retail Pharmacies, Online Pharmacies, Cancer Research Institutes, Others], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

Global breast cancer market size was valued at USD 30.2 billion in 2022, and is expected to reach USD 56.4 billion in 2030, with a CAGR of 8.1% for the forecast period between 2023 and 2030F. The breast cancer market is expected to grow due to the increasing prevalence of breast cancer across the globe. According to WHO, more than 2.3 million cases of breast cancer occur each year, which makes it the most common cancer among adults. The surge in the prevalence of breast cancer can be attributed to inherited mutations in genes like BRAC1 and BRAC2, hormonal and lifestyle changes. Adoption of several advanced technologies, like artificial intelligence and machine learning algorithms, in cancer diagnosis and treatment is promising better outcomes for breast cancer in the future, fostering market growth.

Technological advancements in products that help in early detection and better treatment of breast cancer are contributing to the growth of the global breast cancer market. Additionally, a strong pipeline of new drugs, government and stakeholder efforts to eradicate cancer are anticipated to drive the global breast cancer market. However, lack of awareness about breast cancer, higher cost of diagnosis and treatment, and inadequate infrastructure in developing countries are some of the challenges for the global breast cancer market.

In February 2023, Gilead Sciences, Inc. announced that the United States Food and Drug Administration (USFDA) approved Trodelvy (sacituzumab govitecan-hziy) for the treatment of adult patients with unresectable locally advanced or metastatic hormone receptor (HR)-positive, human epidermal growth factor receptor 2 (HER2)-negative breast cancer. The drug is meant to be used for patients who have already received endocrine-based therapy and at least two additional systemic therapies in the metastatic setting.

Increasing Prevalence of Breast Cancer

Breast cancer is the most common cancer in females across the globe. Growing geriatric population, obesity, increased alcohol consumption, radiation exposure, family history of breast cancer, reproductive history, tobacco use, and postmenopausal hormone therapy are some of the factors that increase the risk of breast cancer. Adoption of a sedentary lifestyle is one of the major reasons behind the high prevalence of breast cancer. In recent years, the prevalence of breast cancer has increased significantly without any exception in developed and developing countries. As per sources from American Society of Clinical Oncology, 2,964,197 new female breast cancer cases are expected to occur in 2040, with a 31% increase from the corresponding 2,260,127 cases in 2020. Breast cancer ranks first among all types of cancer with around 12% share by number of cases.

Growing Preference for Targeted Therapy

Targeted therapy is meant to provide specialized treatment for breast cancer, with low adverse effects. It is highly effective as it mainly works on the proteins that cause cancer and promote neoplastic growth, sometimes even better than the effects of chemotherapy. A notable increase in procedures for targeted therapy has been observed in recent years due to increased survival rates, reduced resistance, and fewer side effects. Healthcare professionals are recommending the use of targeted therapy

due to increased efficacy and better outcomes in breast cancer treatment.

For instance, in January 2023, Dr. Reddy's Laboratories Ltd. acquired the trademark for the breast cancer drug, Primcyv from Pfizer Products India Pvt Ltd for use in the Indian market. Primcyv is a targeted therapy for the treatment of breast cancer that targets HR+ and HER2 metastatic breast cancers. Strategic market developments promoting targeted therapy are anticipated to help in the better treatments of breast cancer and further boost the global breast cancer market.

Government Initiatives

Government organizations and agencies are actively promoting the treatment of breast cancer through awareness initiatives, thereby fostering market growth. Government initiatives such as research grants for cancer screening and research and laying favorable policies are fueling market growth. In 2021, National Cancer Institute in the United States invested USD 558.3 million for breast cancer research, and the Australian government invested USD 353.9 million as a part of the 2021-22 budget to support women's health in the country, including funding for cervical and breast cancer, endometriosis, and reproductive health . In January 2023, the government of the United Kingdom announced a EUR 10 million investment to develop 29 new breast cancer screening units. These units will be dedicated to reducing the burden of breast cancer in the United Kingdom. Such initiatives by the government and funding for breast cancer research, diagnosis, and treatment are anticipated to drive market growth for the global breast cancer market.

Advancement in Oncology

Oncology has witnessed remarkable advancements in the global breast cancer market, transforming cancer diagnosis and treatment. Innovations in molecular diagnostics, liquid biopsies, and next-generation sequencing technologies have improved early detection and personalized treatment approaches. Biomarker identification and companion diagnostic tests have enabled targeted therapies, enhanced patient outcomes, and reduced adverse effects. Additionally, artificial intelligence and machine learning algorithms have played a pivotal role in analyzing complex data, facilitating accurate diagnosis and predicting treatment responses. The rapid growth of this sector can be attributed to the strong inclination of physicians towards in-vitro diagnostics and novel innovations taking place in medical imaging for cancer diagnosis.

In November 2022, Google Health announced a financial agreement with iCAD, a

leading market player focused on cancer detection and medical technology development. Through the partnership, iCAD can incorporate Google Health's mammography AI research model in its products for clinical usage. The advancement will help in better and more precise diagnosis of breast cancers.

Impact of COVID-19

The onset of the COVID-19 pandemic had a negative impact on the global breast cancer market. The market witnessed a significant dip due to preventive restrictions and lockdowns imposed by governments worldwide. Breast screening was reduced significantly which led to low procedure volumes and eventually impacting the market, negatively. Several surgeries and procedures were delayed or postponed due to the risk of contracting the virus in hospital. According to a study published in SAGE, in June 2022, a relative decline from 2019 to 2020 in breast cancer screening was observed, screening mammograms decreased by 44%. Although as an impact of COVID-19 pandemic, the promotion of telehealth, and utilization of artificial intelligence and machine learning created opportunity for several health-tech startups to develop innovative solutions for early diagnosis and prediction of breast cancer. Thus, the overall COVID-19 pandemic negatively affected the screening and treatment rate of breast cancer, however contributed to technological advancements.

Key Players Landscape and Outlook

Market players are using different strategies to broaden their product offerings and provide their users with access to a vast array of innovative and innovative products. To capture market share, organizations are diversifying their product offerings. To strengthen their market position, industry players use various growth strategies, such as partnerships, mergers and acquisitions, product launches, and manufacturing of new products.

In May 2022, Genentech launched a new combinational drug PHESGO – a combination of Perjeta (pertuzumab) and Herceptin (trastuzumab) with hyaluronidase for breast cancer patients. The drug is expected to reduce the treatment cost by 20%.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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