

# **Liquid Biopsy Market by Product & Service (Kits, Instruments), Circulating Biomarker (CTC, ctDNA, cfDNA), Technology (NGS, PCR), Application (Cancer (Lung, Breast, Prostate), Non-cancer (NIPT, Infectious)), Sample Type (Blood) - Global Forecast to 2029**

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## **Abstracts**

The liquid biopsy market is valued at an estimated USD 6.4 billion in 2024 and is projected to reach USD 11.3 billion by 2029 at a CAGR of 11.9% during the forecast period. Liquid biopsy presents numerous advantages compared to conventional incisional biopsy techniques, including its non-invasive nature, decreased procedural expenses, easy disease monitoring, and early detection of cancer at its initial stages. These advantages have fueled the acceptance of liquid biopsy procedures by end users. The increasing adoption and acknowledgment of liquid biopsy's benefits over traditional biopsy methods are driving significant advancements in liquid biopsy products and services.

“Assay kits segment accounted for the highest growth rate in the liquid biopsy market, by product & service, during the forecast period.”

Based on product & service, the liquid biopsy market is bifurcated into assay kits, instruments, and services. The assay kits segment in the liquid biopsy market is experiencing substantial growth. The recurrent requirement and purchase of these assay kits is one of the primary reasons for the high growth rate of this market segment. The availability of a wide range of reagents and kits, easy accessibility to a wide range of assays, and the rising prevalence of cancer are other major factors driving the growth of the liquid biopsy assay kits market.

“Early cancer screening segment accounted for the highest growth rate in the liquid biopsy market, by clinical application, during the forecast period.”

The liquid biopsy market is segmented into early cancer screening, therapy selection, treatment monitoring, and recurrence monitoring, based on clinical application. Early cancer screening segment is expected to account for the highest CAGR during the forecast period. The rapid adoption of liquid biopsy technologies for early cancer screening is fueled by the growing research focus on early cancer detection, coupled with increased funding in this area. This research momentum is translating into a broader range of applications and improved performance of liquid biopsy in early cancer screening, further boosting its growth in this segment.

“Asia Pacific: The fastest-growing region in liquid biopsy market.”

The worldwide market for liquid biopsy is categorized into North America, Europe, Asia Pacific, Latin America, the Middle East & Africa, and GCC countries. The Asia Pacific region is poised to experience the most notable CAGR within the liquid biopsy market. Increasing collaborations between academic institutions, research organizations, and healthcare companies in the Asia Pacific region contribute to the advancement and commercialization of liquid biopsy technologies.

The break-up of the profile of primary participants in the liquid biopsy market:

By Company Type: Tier 1 - 40%, Tier 2 - 30%, and Tier 3 – 30%

By Designation: C-level - 27%, D-level - 18%, and Others - 55%

By Region: North America - 51%, Europe - 21%, Asia Pacific - 18%, Latin America – 6%, and Middle East & Africa- 4%

The key players in this market are Natera, Inc. (US), QIAGEN (Netherlands), Myriad Genetics, Inc. (US), Illumina, Inc. (US), F. Hoffmann-La Roche Ltd (Switzerland), Thermo Fisher Scientific Inc. (US), Guardant Health (US), Bio-Rad Laboratories, Inc. (US), Exact Sciences Corporation (US), Sysmex Corporation (Japan), Biocept, In. (US), mdxhealth (US), Personalis, Inc. (US), NeoGenomics Laboratories (US), Epigenomics AG (Germany), ANGLE plc (UK), Menarini-Silicon Biosystems (Italy), Vortex Biosciences (US), Bio-Techne (US), MedGenome (US), Mesa Labs, Inc. (US),

Laboratory Corporation of America Holdings (US), Freenome Holdings, Inc. (US), Strand (India), LungLife AI, Inc. (US), and Lucence Health Inc. (US).

#### Research Coverage:

This research report categorizes the liquid biopsy market by product & service (assay kits, instruments, and services), by circulating biomarker (circulating tumor cells, circulating tumor DNA, cell-free DNA, extracellular vesicles and other circulating biomarkers), by technology (multi-gene parallel analysis using NGS and single-gene analysis using PCR), by application (cancer applications [lung cancer, breast cancer, colorectal cancer, prostate cancer, melanoma, and other cancers] and non-cancer applications [non-invasive prenatal testing, organ transplantation, and infectious disease testing]), by clinical application (early cancer screening, therapy selection, treatment monitoring, and recurrence monitoring), by sample type (blood and other sample types), by end user (reference laboratories, hospitals and physician laboratories, academic & research centers, and other end users), and region (North America, Europe, Asia Pacific, Latin America, the Middle East & Africa, and GCC countries). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, opportunities, and challenges influencing the growth of the liquid biopsy market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, key strategies, acquisitions, and agreements. New product launches and recent developments associated with the liquid biopsy market. Competitive analysis of upcoming startups in the liquid biopsy market ecosystem is covered in this report.

#### Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall liquid biopsy market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, opportunities, and challenges.

#### The report provides insights on the following pointers:

Analysis of key drivers (Rising incidence and prevalence of cancer, cancer awareness initiatives undertaken by global health organizations, and increased

benefits of liquid biopsy over traditional biopsy procedures), opportunities (Growing significance of companion diagnostics and growth opportunities in emerging countries), restraints (Lower sensitivity of certain liquid biopsy procedures), and challenges (Unclear reimbursement scenario) influencing the growth of the liquid biopsy market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the liquid biopsy market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the liquid biopsy market across varied regions.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the liquid biopsy market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, product offerings of leading players like Natera, Inc. (US), QIAGEN (Netherlands), Myriad Genetics, Inc. (US), Illumina, Inc. (US), and F. Hoffmann-La Roche Ltd (Switzerland).

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS & EXCLUSIONS
- 1.3 STUDY SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 REGIONS COVERED
  - 1.3.3 YEARS CONSIDERED
  - 1.3.4 CURRENCY CONSIDERED
- 1.4 STAKEHOLDERS
- 1.5 SUMMARY OF CHANGES
  - 1.5.1 RECESSION IMPACT

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
- 2.2 RESEARCH APPROACH
  - FIGURE 1 LIQUID BIOPSY MARKET: RESEARCH DESIGN METHODOLOGY
  - 2.2.1 SECONDARY DATA
    - 2.2.1.1 Key data from secondary sources
  - 2.2.2 PRIMARY DATA
    - 2.2.2.1 Primary sources
    - 2.2.2.2 Key data from primary sources
    - 2.2.2.3 Key industry insights
    - 2.2.2.4 Breakdown of primary interviews
  - FIGURE 2 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY SIDE AND DEMAND SIDE PARTICIPANTS
  - FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION
- 2.3 MARKET SIZE ESTIMATION
  - 2.3.1 BOTTOM-UP APPROACH
    - 2.3.1.1 Approach 1: Company revenue estimation approach
  - FIGURE 4 BOTTOM-UP APPROACH: COMPANY REVENUE ESTIMATION APPROACH
  - 2.3.1.2 Approach 2: Presentations of companies and primary interviews
  - 2.3.1.3 Growth forecast

#### 2.3.1.4 CAGR projections

### FIGURE 5 CAGR PROJECTIONS: SUPPLY SIDE ANALYSIS

#### 2.3.2 TOP-DOWN APPROACH

### FIGURE 6 LIQUID BIOPSY MARKET: TOP-DOWN APPROACH

## 2.4 MARKET BREAKDOWN AND DATA TRIANGULATION

### FIGURE 7 DATA TRIANGULATION METHODOLOGY

## 2.5 STUDY ASSUMPTIONS

## 2.6 GROWTH RATE ASSUMPTIONS

## 2.7 RESEARCH LIMITATIONS

## 2.8 RISK ASSESSMENT

## 2.9 RECESSION IMPACT ANALYSIS

## 3 EXECUTIVE SUMMARY

FIGURE 8 LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE, 2024 VS. 2029 (USD MILLION)

FIGURE 9 LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER, 2024 VS. 2029 (USD MILLION)

FIGURE 10 LIQUID BIOPSY MARKET, BY TECHNOLOGY, 2024 VS. 2029 (USD MILLION)

FIGURE 11 LIQUID BIOPSY MARKET, BY APPLICATION, 2024 VS. 2029 (USD MILLION)

FIGURE 12 LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION, 2024 VS. 2029 (USD MILLION)

FIGURE 13 LIQUID BIOPSY MARKET, BY SAMPLE TYPE, 2024 VS. 2029 (USD MILLION)

FIGURE 14 LIQUID BIOPSY MARKET, BY END USER, 2024 VS. 2029 (USD MILLION)

FIGURE 15 LIQUID BIOPSY MARKET, BY REGION, 2024 VS. 2029 (USD MILLION)

## 4 PREMIUM INSIGHTS

### 4.1 LIQUID BIOPSY MARKET OVERVIEW

FIGURE 16 INCREASING DEMAND FOR MINIMALLY INVASIVE DIAGNOSTIC TECHNIQUES TO SUPPORT MARKET GROWTH DURING FORECAST PERIOD

4.2 LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE, 2024 VS. 2029 (USD MILLION)

FIGURE 17 ASSAY KITS SEGMENT TO DOMINATE MARKET THROUGHOUT FORECAST PERIOD

4.3 LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER, 2024 VS. 2029 (USD MILLION)

FIGURE 18 CIRCULATING TUMOR CELLS SEGMENT TO HOLD LARGEST MARKET SHARE TILL 2029

4.4 LIQUID BIOPSY MARKET, BY TECHNOLOGY, 2024 VS. 2029 (USD MILLION)

FIGURE 19 MULTI-GENE PARALLEL ANALYSIS USING NGS SEGMENT TO ACCOUNT FOR LARGEST SHARE OF TECHNOLOGY MARKET

4.5 LIQUID BIOPSY MARKET, BY APPLICATION, 2024 VS. 2029 (USD MILLION)

FIGURE 20 CANCER APPLICATIONS SEGMENT TO RETAIN MARKET DOMINANCE TILL 2029

4.6 LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION, 2024 VS. 2029 (USD MILLION)

FIGURE 21 THERAPY SELECTION AND TREATMENT MONITORING TO HOLD LARGEST MARKET SHARES THROUGHOUT FORECAST PERIOD

4.7 LIQUID BIOPSY MARKET, BY SAMPLE TYPE, 2024 VS. 2029 (USD MILLION)

FIGURE 22 BLOOD SAMPLES TO DOMINATE MARKET TILL 2029

4.8 LIQUID BIOPSY MARKET, BY END USER, 2024 VS. 2029 (USD MILLION)

FIGURE 23 REFERENCE LABORATORIES TO ACCOUNT FOR LARGEST SHARE

4.9 LIQUID BIOPSY MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES

FIGURE 24 ASIA PACIFIC TO REGISTER HIGHEST GROWTH DURING FORECAST PERIOD

## 5 MARKET OVERVIEW

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

FIGURE 25 LIQUID BIOPSY MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

#### 5.2.1 DRIVERS

5.2.1.1 Rising incidence and prevalence of cancer

TABLE 1 INCIDENCE OF CANCER CASES WORLDWIDE, BY TYPE (2022)

TABLE 2 PROJECTED INCREASE IN CANCER PATIENTS, BY REGION (2022 VS 2035 VS 2045)

5.2.1.2 Cancer awareness initiatives undertaken by global health organizations

5.2.1.3 Benefits of liquid biopsy over traditional biopsy procedures

#### 5.2.2 RESTRAINTS

5.2.2.1 Lower sensitivity of certain liquid biopsy procedures

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Growing significance of companion diagnostics



5.2.3.2 Growth opportunities in emerging countries

## 5.2.4 CHALLENGES

5.2.4.1 Unclear reimbursement scenario

## 5.3 PRICING ANALYSIS

TABLE 3 INDICATIVE PRICING OF KEY PLAYERS, BY PRODUCT

## 5.4 PATENT ANALYSIS

FIGURE 26 PATENT ANALYSIS FOR LIQUID BIOPSY (JANUARY 2014–DECEMBER 2023)

5.4.1 LIST OF MAJOR PATENTS

## 5.5 VALUE CHAIN ANALYSIS

FIGURE 27 VALUE CHAIN ANALYSIS OF LIQUID BIOPSY MARKET: MAJOR VALUE ADDED DURING MANUFACTURING AND ASSEMBLY PHASES

## 5.6 SUPPLY CHAIN ANALYSIS

FIGURE 28 LIQUID BIOPSY MARKET: SUPPLY CHAIN ANALYSIS

## 5.7 TRADE ANALYSIS

5.7.1 TRADE ANALYSIS FOR DIAGNOSTIC AND LABORATORY REAGENTS

TABLE 6 IMPORT DATA FOR DIAGNOSTIC AND LABORATORY REAGENTS, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 7 EXPORT DATA FOR DIAGNOSTIC AND LABORATORY REAGENTS, BY COUNTRY, 2018–2022 (USD MILLION)

## 5.8 ECOSYSTEM ANALYSIS

FIGURE 29 LIQUID BIOPSY MARKET: ECOSYSTEM ANALYSIS

5.8.1 LIQUID BIOPSY MARKET PLAYERS: ROLE IN ECOSYSTEM

## 5.9 PORTER'S FIVE FORCES ANALYSIS

5.9.1 THREAT OF NEW ENTRANTS

5.9.2 THREAT OF SUBSTITUTES

5.9.3 BARGAINING POWER OF BUYERS

5.9.4 BARGAINING POWER OF SUPPLIERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.10 KEY STAKEHOLDERS & BUYING CRITERIA

5.10.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 30 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS OF LIQUID BIOPSY PRODUCTS

TABLE 9 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS OF LIQUID BIOPSY PRODUCTS (%)

5.10.2 BUYING CRITERIA

FIGURE 31 KEY BUYING CRITERIA FOR LIQUID BIOPSY PRODUCTS

TABLE 10 KEY BUYING CRITERIA FOR LIQUID BIOPSY PRODUCTS

## 5.11 REGULATORY LANDSCAPE



#### 5.11.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### TABLE 13 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

##### 5.11.2 NORTH AMERICA

###### 5.11.2.1 US

###### 5.11.2.2 Canada

##### 5.11.3 EUROPE

#### TABLE 16 EUROPE: CLASSIFICATION OF DEVICES

##### 5.11.4 ASIA PACIFIC

###### 5.11.4.1 China

###### 5.11.4.2 Japan

#### TABLE 17 JAPAN: TIME, COST, AND COMPLEXITY OF REGISTRATION PROCESS

###### 5.11.4.3 India

##### 5.11.5 LATIN AMERICA

###### 5.11.5.1 Brazil

###### 5.11.5.2 Mexico

##### 5.11.6 MIDDLE EAST

###### 5.11.6.1 Africa

#### 5.12 TECHNOLOGY ANALYSIS

##### 5.12.1 KEY TECHNOLOGIES

###### 5.12.1.1 Digital Droplet PCR

###### 5.12.1.2 Tagged-Amplicon Deep Sequencing

##### 5.12.2 COMPLEMENTARY TECHNOLOGIES

###### 5.12.2.1 Electrochemical biosensing technology

##### 5.12.3 ADJACENT TECHNOLOGIES

###### 5.12.3.1 Microfluidics-based Devices

#### 5.13 KEY CONFERENCES & EVENTS IN 2024–2025

#### TABLE 18 LIQUID BIOPSY MARKET: DETAILED LIST OF CONFERENCES & EVENTS

#### 5.14 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

#### FIGURE 32 REVENUE SHIFT IN LIQUID BIOPSY MARKET

#### 5.15 INVESTMENT & FUNDING SCENARIO

#### FIGURE 33 LIQUID BIOPSY MARKET: INVESTMENT & FUNDING SCENARIO

#### 5.16 CASE STUDY ANALYSIS

##### 5.16.1 CASE STUDY 1: ANALYTICAL VALIDATION OF TARGET SELECTOR CTDNA PLATFORM

##### 5.16.2 CASE STUDY 2: DETERMINING OPTIMAL MUTATION DETECTION MEDIUM

## **6 LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE**

### **6.1 INTRODUCTION**

TABLE 19 LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE, 2022–2029 (USD MILLION)

#### **6.1.1 PRIMARY NOTES**

6.1.1.1 Key Industry Insights

### **6.2 ASSAY KITS**

6.2.1 RECURRENT REQUIREMENTS AND PURCHASES OF ASSAY KITS TO DRIVE GROWTH

TABLE 20 KEY PRODUCTS IN ASSAY KITS MARKET

TABLE 21 LIQUID BIOPSY ASSAY KITS MARKET, BY REGION, 2022–2029 (USD MILLION)

TABLE 22 NORTH AMERICA: LIQUID BIOPSY ASSAY KITS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 23 EUROPE: LIQUID BIOPSY ASSAY KITS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 24 ASIA PACIFIC: LIQUID BIOPSY ASSAY KITS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 25 LATIN AMERICA: LIQUID BIOPSY ASSAY KITS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

### **6.3 INSTRUMENTS**

6.3.1 INCREASING NEED FOR FASTER & MORE ACCURATE TEST RESULTS TO ENSURE MARKET GROWTH

TABLE 26 KEY PRODUCTS IN INSTRUMENTS MARKET

TABLE 27 LIQUID BIOPSY INSTRUMENTS MARKET, BY REGION, 2022–2029 (USD MILLION)

TABLE 28 NORTH AMERICA: LIQUID BIOPSY INSTRUMENTS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 29 EUROPE: LIQUID BIOPSY INSTRUMENTS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 30 ASIA PACIFIC: LIQUID BIOPSY INSTRUMENTS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 31 LATIN AMERICA: LIQUID BIOPSY INSTRUMENTS MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

### **6.4 SERVICES**

6.4.1 INCREASING NUMBER OF LIQUID BIOPSY-BASED SERVICE DEVELOPMENTS TO SUPPORT MARKET GROWTH

TABLE 32 LIQUID BIOPSY SERVICES MARKET, BY REGION, 2022–2029 (USD

MILLION)

TABLE 33 NORTH AMERICA: LIQUID BIOPSY SERVICES MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 34 EUROPE: LIQUID BIOPSY SERVICES MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 35 ASIA PACIFIC: LIQUID BIOPSY SERVICES MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 36 LATIN AMERICA: LIQUID BIOPSY SERVICES MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

## **7 LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER**

### **7.1 INTRODUCTION**

TABLE 37 LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER, 2022–2029 (USD MILLION)

### **7.2 CIRCULATING TUMOR CELLS**

7.2.1 EASY COLLECTION AND PERSISTENT ASSESSMENT & ANALYSIS OF TUMOR BURDEN TO DRIVE DEMAND

TABLE 38 LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR CELLS, BY REGION, 2022–2029 (USD MILLION)

TABLE 39 NORTH AMERICA: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR CELLS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 40 EUROPE: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR CELLS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 41 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR CELLS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 42 LATIN AMERICA: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR CELLS, BY COUNTRY, 2022–2029 (USD MILLION)

### **7.3 CIRCULATING TUMOR DNA**

7.3.1 HIGH SENSITIVITY AND SPECIFICITY TO FAVOR ADOPTION

TABLE 43 LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR DNA, BY REGION, 2022–2029 (USD MILLION)

TABLE 44 NORTH AMERICA: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR DNA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 45 EUROPE: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR DNA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 46 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR DNA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 47 LATIN AMERICA: LIQUID BIOPSY MARKET FOR CIRCULATING TUMOR

## DNA, BY COUNTRY, 2022–2029 (USD MILLION)

### 7.4 CELL-FREE DNA

#### 7.4.1 GROWING APPLICATION OF CFDNA IN PRENATAL SCREENING TO DRIVE GROWTH

TABLE 48 LIQUID BIOPSY MARKET FOR CELL-FREE DNA, BY REGION, 2022–2029 (USD MILLION)

TABLE 49 NORTH AMERICA: LIQUID BIOPSY MARKET FOR CELL-FREE DNA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 50 EUROPE: LIQUID BIOPSY MARKET FOR CELL-FREE DNA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 51 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR CELL-FREE DNA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 52 LATIN AMERICA: LIQUID BIOPSY MARKET FOR CELL-FREE DNA, BY COUNTRY, 2022–2029 (USD MILLION)

### 7.5 EXTRACELLULAR VESICLES

#### 7.5.1 HIGH STABILITY IN BLOOD CIRCULATION TO ENSURE CONSISTENT GROWTH

TABLE 53 LIQUID BIOPSY MARKET FOR EXTRACELLULAR VESICLES, BY REGION, 2022–2029 (USD MILLION)

TABLE 54 NORTH AMERICA: LIQUID BIOPSY MARKET FOR EXTRACELLULAR VESICLES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 55 EUROPE: LIQUID BIOPSY MARKET FOR EXTRACELLULAR VESICLES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 56 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR EXTRACELLULAR VESICLES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 57 LATIN AMERICA: LIQUID BIOPSY MARKET FOR EXTRACELLULAR VESICLES, BY COUNTRY, 2022–2029 (USD MILLION)

### 7.6 OTHER CIRCULATING BIOMARKERS

TABLE 58 LIQUID BIOPSY MARKET FOR OTHER CIRCULATING BIOMARKERS, BY REGION, 2022–2029 (USD MILLION)

TABLE 59 NORTH AMERICA: LIQUID BIOPSY MARKET FOR OTHER CIRCULATING BIOMARKERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 60 EUROPE: LIQUID BIOPSY MARKET FOR OTHER CIRCULATING BIOMARKERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 61 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR OTHER CIRCULATING BIOMARKERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 62 LATIN AMERICA: LIQUID BIOPSY MARKET FOR OTHER CIRCULATING BIOMARKERS, BY COUNTRY, 2022–2029 (USD MILLION)

## 8 LIQUID BIOPSY MARKET, BY TECHNOLOGY

### 8.1 INTRODUCTION

TABLE 63 LIQUID BIOPSY MARKET, BY TECHNOLOGY, 2022–2029 (USD MILLION)

TABLE 64 NUMBER OF LIQUID BIOPSY SAMPLES TESTED GLOBALLY, BY TECHNOLOGY, 2022–2029 (MILLIONS)

#### 8.1.1 KEY INDUSTRY INSIGHTS

### 8.2 MULTI-GENE PARALLEL ANALYSIS USING NGS

8.2.1 HIGH SENSITIVITY COUPLED WITH HIGHER THROUGHPUT EFFICIENCY TO DRIVE GROWTH

TABLE 65 LIQUID BIOPSY MARKET FOR MULTI-GENE PARALLEL ANALYSIS USING NGS, BY REGION, 2022–2029 (USD MILLION)

TABLE 66 NORTH AMERICA: LIQUID BIOPSY MARKET FOR MULTI-GENE PARALLEL ANALYSIS USING NGS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 67 EUROPE: LIQUID BIOPSY MARKET FOR MULTI-GENE PARALLEL ANALYSIS USING NGS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 68 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR MULTI-GENE PARALLEL ANALYSIS USING NGS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 69 LATIN AMERICA: LIQUID BIOPSY MARKET FOR MULTI-GENE PARALLEL ANALYSIS USING NGS, BY COUNTRY, 2022–2029 (USD MILLION)

### 8.3 SINGLE-GENE ANALYSIS USING PCR

#### 8.3.1 COST BENEFITS OF PCR TECHNOLOGY TO DRIVE ADOPTION

TABLE 70 LIQUID BIOPSY MARKET FOR SINGLE-GENE ANALYSIS USING PCR, BY REGION, 2022–2029 (USD MILLION)

TABLE 71 NORTH AMERICA: LIQUID BIOPSY MARKET FOR SINGLE-GENE ANALYSIS USING PCR, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 72 EUROPE: LIQUID BIOPSY MARKET FOR SINGLE-GENE ANALYSIS USING PCR, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 73 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR SINGLE-GENE ANALYSIS USING PCR, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 74 LATIN AMERICA: LIQUID BIOPSY MARKET FOR SINGLE-GENE ANALYSIS USING PCR, BY COUNTRY, 2022–2029 (USD MILLION)

## 9 LIQUID BIOPSY MARKET, BY APPLICATION

### 9.1 INTRODUCTION

TABLE 75 LIQUID BIOPSY MARKET, BY APPLICATION, 2022–2029 (USD MILLION)

### 9.2 CANCER APPLICATIONS

TABLE 76 GLOBAL CANCER INCIDENCE, 2022 VS. 2045, BY REGION

TABLE 77 LIQUID BIOPSY MARKET FOR CANCER APPLICATIONS, BY REGION, 2022–2029 (USD MILLION)

TABLE 78 NORTH AMERICA: LIQUID BIOPSY MARKET FOR CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 79 EUROPE: LIQUID BIOPSY MARKET FOR CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 80 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 81 LATIN AMERICA: LIQUID BIOPSY MARKET FOR CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 82 LIQUID BIOPSY MARKET FOR CANCER APPLICATIONS, BY TYPE, 2022–2029 (USD MILLION)

#### 9.2.1 LUNG CANCER

9.2.1.1 Growing prevalence of lung cancer to propel market growth

TABLE 83 GLOBAL LUNG CANCER INCIDENCE, 2022 VS. 2045

TABLE 84 LIQUID BIOPSY MARKET FOR LUNG CANCER, BY REGION, 2022–2029 (USD MILLION)

TABLE 85 NORTH AMERICA: LIQUID BIOPSY MARKET FOR LUNG CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 86 EUROPE: LIQUID BIOPSY MARKET FOR LUNG CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 87 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR LUNG CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 88 LATIN AMERICA: LIQUID BIOPSY MARKET FOR LUNG CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

#### 9.2.2 BREAST CANCER

9.2.2.1 Increasing funding for breast cancer research to spur growth

TABLE 89 GLOBAL BREAST CANCER INCIDENCE, 2022 VS. 2045

TABLE 90 LIQUID BIOPSY MARKET FOR BREAST CANCER, BY REGION, 2022–2029 (USD MILLION)

TABLE 91 NORTH AMERICA: LIQUID BIOPSY MARKET FOR BREAST CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 92 EUROPE: LIQUID BIOPSY MARKET FOR BREAST CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 93 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR BREAST CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 94 LATIN AMERICA: LIQUID BIOPSY MARKET FOR BREAST CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

#### 9.2.3 COLORECTAL CANCER



#### 9.2.3.1 Rising prevalence of colorectal cancer to propel market

TABLE 95 GLOBAL COLORECTAL CANCER INCIDENCE, 2022 VS. 2045

TABLE 96 LIQUID BIOPSY MARKET FOR COLORECTAL CANCER, BY REGION, 2022–2029 (USD MILLION)

TABLE 97 NORTH AMERICA: LIQUID BIOPSY MARKET FOR COLORECTAL CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 98 EUROPE: LIQUID BIOPSY MARKET FOR COLORECTAL CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 99 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR COLORECTAL CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 100 LATIN AMERICA: LIQUID BIOPSY MARKET FOR COLORECTAL CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

#### 9.2.4 PROSTATE CANCER

##### 9.2.4.1 Rising patient population to support market growth

TABLE 101 GLOBAL PROSTATE CANCER INCIDENCE, 2022 VS. 2045

TABLE 102 LIQUID BIOPSY MARKET FOR PROSTATE CANCER, BY REGION, 2022–2029 (USD MILLION)

TABLE 103 NORTH AMERICA: LIQUID BIOPSY MARKET FOR PROSTATE CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 104 EUROPE: LIQUID BIOPSY MARKET FOR PROSTATE CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 105 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR PROSTATE CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 106 LATIN AMERICA: LIQUID BIOPSY MARKET FOR PROSTATE CANCER, BY COUNTRY, 2022–2029 (USD MILLION)

#### 9.2.5 MELANOMA

9.2.5.1 Growing need for early diagnosis of genetically mutated tumors to drive market

TABLE 107 GLOBAL MELANOMA INCIDENCE, 2022 VS. 2045

TABLE 108 LIQUID BIOPSY MARKET FOR MELANOMA, BY REGION, 2022–2029 (USD MILLION)

TABLE 109 NORTH AMERICA: LIQUID BIOPSY MARKET FOR MELANOMA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 110 EUROPE: LIQUID BIOPSY MARKET FOR MELANOMA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 111 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR MELANOMA, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 112 LATIN AMERICA: LIQUID BIOPSY MARKET FOR MELANOMA, BY COUNTRY, 2022–2029 (USD MILLION)



### 9.2.6 OTHER CANCERS

TABLE 113 GLOBAL INCIDENCE OF OTHER CANCERS, 2022

TABLE 114 LIQUID BIOPSY MARKET FOR OTHER CANCERS, BY REGION, 2022–2029 (USD MILLION)

TABLE 115 NORTH AMERICA: LIQUID BIOPSY MARKET FOR OTHER CANCERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 116 EUROPE: LIQUID BIOPSY MARKET FOR OTHER CANCERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 117 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR OTHER CANCERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 118 LATIN AMERICA: LIQUID BIOPSY MARKET FOR OTHER CANCERS, BY COUNTRY, 2022–2029 (USD MILLION)

### 9.3 NON-CANCER APPLICATIONS

TABLE 119 LIQUID BIOPSY MARKET FOR NON-CANCER APPLICATIONS, BY REGION, 2022–2029 (USD MILLION)

TABLE 120 NORTH AMERICA: LIQUID BIOPSY MARKET FOR NON-CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 121 EUROPE: LIQUID BIOPSY MARKET FOR NON-CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 122 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR NON-CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 123 LATIN AMERICA: LIQUID BIOPSY MARKET FOR NON-CANCER APPLICATIONS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 124 LIQUID BIOPSY MARKET FOR NON-CANCER APPLICATIONS, BY TYPE, 2022–2029 (USD MILLION)

#### 9.3.1 NON-INVASIVE PRENATAL TESTING

9.3.1.1 Growing demand for NIPT in high-risk pregnancies to drive market

TABLE 125 LIQUID BIOPSY MARKET FOR NIPT, BY REGION, 2022–2029 (USD MILLION)

TABLE 126 NORTH AMERICA: LIQUID BIOPSY MARKET FOR NIPT, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 127 EUROPE: LIQUID BIOPSY MARKET FOR NIPT, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 128 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR NIPT, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 129 LATIN AMERICA: LIQUID BIOPSY MARKET FOR NIPT, BY COUNTRY, 2022–2029 (USD MILLION)

#### 9.3.2 ORGAN TRANSPLANTATION

9.3.2.1 Need for early detection of rejection to improve survival chances to drive

growth

TABLE 130 LIQUID BIOPSY MARKET FOR ORGAN TRANSPLANTATION, BY REGION, 2022–2029 (USD MILLION)

TABLE 131 NORTH AMERICA: LIQUID BIOPSY MARKET FOR ORGAN TRANSPLANTATION, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 132 EUROPE: LIQUID BIOPSY MARKET FOR ORGAN TRANSPLANTATION, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 133 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR ORGAN TRANSPLANTATION, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 134 LATIN AMERICA: LIQUID BIOPSY MARKET FOR ORGAN TRANSPLANTATION, BY COUNTRY, 2022–2029 (USD MILLION)

### 9.3.3 INFECTIOUS DISEASE TESTING

9.3.3.1 Potential accuracy and efficacy to support development of novel tests

TABLE 135 LIQUID BIOPSY MARKET FOR INFECTIOUS DISEASE TESTING, BY REGION, 2022–2029 (USD MILLION)

TABLE 136 NORTH AMERICA: LIQUID BIOPSY MARKET FOR INFECTIOUS DISEASE TESTING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 137 EUROPE: LIQUID BIOPSY MARKET FOR INFECTIOUS DISEASE TESTING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 138 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR INFECTIOUS DISEASE TESTING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 139 LATIN AMERICA: LIQUID BIOPSY MARKET FOR INFECTIOUS DISEASE TESTING, BY COUNTRY, 2022–2029 (USD MILLION)

## 10 LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION

### 10.1 INTRODUCTION

TABLE 140 LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION, 2022–2029 (USD MILLION)

### 10.2 THERAPY SELECTION

10.2.1 THERAPY SELECTION TO HOLD LARGEST SHARE

TABLE 141 LIQUID BIOPSY MARKET FOR THERAPY SELECTION, BY REGION, 2022–2029 (USD MILLION)

TABLE 142 NORTH AMERICA: LIQUID BIOPSY MARKET FOR THERAPY SELECTION, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 143 EUROPE: LIQUID BIOPSY MARKET FOR THERAPY SELECTION, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 144 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR THERAPY SELECTION, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 145 LATIN AMERICA: LIQUID BIOPSY MARKET FOR THERAPY SELECTION, BY COUNTRY, 2022–2029 (USD MILLION)

### 10.3 TREATMENT MONITORING

10.3.1 EARLY DETECTION OF ALTERATIONS ASSOCIATED WITH DRUG RESISTANCE TO DRIVE ADOPTION

TABLE 146 LIQUID BIOPSY MARKET FOR TREATMENT MONITORING, BY REGION, 2022–2029 (USD MILLION)

TABLE 147 NORTH AMERICA: LIQUID BIOPSY MARKET FOR TREATMENT MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 148 EUROPE: LIQUID BIOPSY MARKET FOR TREATMENT MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 149 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR TREATMENT MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 150 LATIN AMERICA: LIQUID BIOPSY MARKET FOR TREATMENT MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

### 10.4 EARLY CANCER SCREENING

10.4.1 POTENTIAL FOR EARLY CANCER DETECTION TO DRIVE MARKET

TABLE 151 LIQUID BIOPSY MARKET FOR EARLY CANCER SCREENING, BY REGION, 2022–2029 (USD MILLION)

TABLE 152 NORTH AMERICA: LIQUID BIOPSY MARKET FOR EARLY CANCER SCREENING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 153 EUROPE: LIQUID BIOPSY MARKET FOR EARLY CANCER SCREENING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 154 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR EARLY CANCER SCREENING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 155 LATIN AMERICA: LIQUID BIOPSY MARKET FOR EARLY CANCER SCREENING, BY COUNTRY, 2022–2029 (USD MILLION)

### 10.5 RECURRENCE MONITORING

10.5.1 NEED FOR POST-TREATMENT SURVEILLANCE TO DRIVE DEMAND

TABLE 156 LIQUID BIOPSY MARKET FOR RECURRENCE MONITORING, BY REGION, 2022–2029 (USD MILLION)

TABLE 157 NORTH AMERICA: LIQUID BIOPSY MARKET FOR RECURRENCE MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 158 EUROPE: LIQUID BIOPSY MARKET FOR RECURRENCE MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 159 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR RECURRENCE MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 160 LATIN AMERICA: LIQUID BIOPSY MARKET FOR RECURRENCE MONITORING, BY COUNTRY, 2022–2029 (USD MILLION)

## **11 LIQUID BIOPSY MARKET, BY SAMPLE TYPE**

### **11.1 INTRODUCTION**

TABLE 161 LIQUID BIOPSY MARKET, BY SAMPLE TYPE, 2022–2029 (USD MILLION)

TABLE 162 LIQUID BIOPSY SAMPLES AND APPLICATIONS

#### **11.1.1 KEY INDUSTRY INSIGHTS**

### **11.2 BLOOD SAMPLES**

#### **11.2.1 SIMPLICITY, NON-INVASIVENESS TO DRIVE UPTAKE**

TABLE 163 LIQUID BIOPSY MARKET FOR BLOOD SAMPLES, BY REGION, 2022–2029 (USD MILLION)

TABLE 164 NORTH AMERICA: LIQUID BIOPSY MARKET FOR BLOOD SAMPLES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 165 EUROPE: LIQUID BIOPSY MARKET FOR BLOOD SAMPLES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 166 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR BLOOD SAMPLES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 167 LATIN AMERICA: LIQUID BIOPSY MARKET FOR BLOOD SAMPLES, BY COUNTRY, 2022–2029 (USD MILLION)

### **11.3 OTHER SAMPLE TYPES**

TABLE 168 LIQUID BIOPSY MARKET FOR OTHER SAMPLE TYPES, BY REGION, 2022–2029 (USD MILLION)

TABLE 169 NORTH AMERICA: LIQUID BIOPSY MARKET FOR OTHER SAMPLE TYPES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 170 EUROPE: LIQUID BIOPSY MARKET FOR OTHER SAMPLE TYPES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 171 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR OTHER SAMPLE TYPES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 172 LATIN AMERICA: LIQUID BIOPSY MARKET FOR OTHER SAMPLE TYPES, BY COUNTRY, 2022–2029 (USD MILLION)

## **12 LIQUID BIOPSY MARKET, BY END USER**

### **12.1 INTRODUCTION**

TABLE 173 LIQUID BIOPSY MARKET, BY END USER, 2022–2029 (USD MILLION)

### **12.2 REFERENCE LABORATORIES**

12.2.1 INCREASING OUTSOURCING OF LIQUID BIOPSY TESTS TO DRIVE MARKET

TABLE 174 LIQUID BIOPSY MARKET FOR REFERENCE LABORATORIES, BY REGION, 2022–2029 (USD MILLION)

TABLE 175 NORTH AMERICA: LIQUID BIOPSY MARKET FOR REFERENCE LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 176 EUROPE: LIQUID BIOPSY MARKET FOR REFERENCE LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 177 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR REFERENCE LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 178 LATIN AMERICA: LIQUID BIOPSY MARKET FOR REFERENCE LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

### 12.3 HOSPITALS & PHYSICIAN LABORATORIES

#### 12.3.1 GROWING NUMBER OF HOSPITALS WORLDWIDE TO BOOST GROWTH

TABLE 179 LIQUID BIOPSY MARKET FOR HOSPITALS & PHYSICIAN LABORATORIES, BY REGION, 2022–2029 (USD MILLION)

TABLE 180 NORTH AMERICA: LIQUID BIOPSY MARKET FOR HOSPITALS & PHYSICIAN LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 181 EUROPE: LIQUID BIOPSY MARKET FOR HOSPITALS & PHYSICIAN LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 182 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR HOSPITALS & PHYSICIAN LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 183 LATIN AMERICA: LIQUID BIOPSY MARKET FOR HOSPITALS & PHYSICIAN LABORATORIES, BY COUNTRY, 2022–2029 (USD MILLION)

### 12.4 ACADEMIC & RESEARCH CENTERS

#### 12.4.1 GROWING FOCUS ON R&D INTO INNOVATIVE LIQUID BIOPSY TESTS TO FUEL GROWTH

TABLE 184 LIQUID BIOPSY MARKET FOR ACADEMIC & RESEARCH CENTERS, BY REGION, 2022–2029 (USD MILLION)

TABLE 185 NORTH AMERICA: LIQUID BIOPSY MARKET FOR ACADEMIC & RESEARCH CENTERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 186 EUROPE: LIQUID BIOPSY MARKET FOR ACADEMIC & RESEARCH CENTERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 187 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR ACADEMIC & RESEARCH CENTERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 188 LATIN AMERICA: LIQUID BIOPSY MARKET FOR ACADEMIC & RESEARCH CENTERS, BY COUNTRY, 2022–2029 (USD MILLION)

### 12.5 OTHER END USERS

TABLE 189 LIQUID BIOPSY MARKET FOR OTHER END USERS, BY REGION, 2022–2029 (USD MILLION)

TABLE 190 NORTH AMERICA: LIQUID BIOPSY MARKET FOR OTHER END USERS,

BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 191 EUROPE: LIQUID BIOPSY MARKET FOR OTHER END USERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 192 ASIA PACIFIC: LIQUID BIOPSY MARKET FOR OTHER END USERS, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 193 LATIN AMERICA: LIQUID BIOPSY MARKET FOR OTHER END USERS, BY COUNTRY, 2022–2029 (USD MILLION)

## **13 LIQUID BIOPSY MARKET, BY REGION**

### **13.1 INTRODUCTION**

TABLE 194 LIQUID BIOPSY MARKET, BY REGION, 2022–2029 (USD MILLION)

### **13.2 NORTH AMERICA**

TABLE 195 NORTH AMERICA: NUMBER OF NEW CANCER CASES, BY CANCER TYPE, 2022

#### **13.2.1 NORTH AMERICA: RECESSION IMPACT**

FIGURE 34 NORTH AMERICA: LIQUID BIOPSY MARKET SNAPSHOT

TABLE 196 NORTH AMERICA: LIQUID BIOPSY MARKET, BY COUNTRY, 2022–2029 (USD MILLION)

TABLE 197 NORTH AMERICA: LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE, 2022–2029 (USD MILLION)

TABLE 198 NORTH AMERICA: LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER, 2022–2029 (USD MILLION)

TABLE 199 NORTH AMERICA: LIQUID BIOPSY MARKET, BY TECHNOLOGY, 2022–2029 (USD MILLION)

TABLE 200 NORTH AMERICA: LIQUID BIOPSY MARKET, BY APPLICATION, 2022–2029 (USD MILLION)

TABLE 201 NORTH AMERICA: LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION, 2022–2029 (USD MILLION)

TABLE 202 NORTH AMERICA: LIQUID BIOPSY MARKET, BY SAMPLE TYPE, 2022–2029 (USD MILLION)

TABLE 203 NORTH AMERICA: LIQUID BIOPSY MARKET, BY END USER, 2022–2029 (USD MILLION)

#### **13.2.2 US**

##### **13.2.2.1 Increasing prevalence of cancer to drive growth**

TABLE 204 US: LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE, 2022–2029 (USD MILLION)

TABLE 205 US: LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER, 2022–2029 (USD MILLION)



TABLE 206 US: LIQUID BIOPSY MARKET, BY TECHNOLOGY, 2022–2029 (USD MILLION)

TABLE 207 US: LIQUID BIOPSY MARKET, BY APPLICATION, 2022–2029 (USD MILLION)

TABLE 208 US: LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION, 2022–2029 (USD MILLION)

TABLE 209 US: LIQUID BIOPSY MARKET, BY SAMPLE TYPE, 2022–2029 (USD MILLION)

TABLE 210 US: LIQUID BIOPSY MARKET, BY END USER, 2022–2029 (USD MILLION)

### 13.2.3 CANADA

13.2.3.1 Availability of various cancer screening programs to drive growth

TABLE 211 CANADA: LIQUID BIOPSY MARKET, BY PRODUCT & SERVICE, 2022–2029 (USD MILLION)

TABLE 212 CANADA: LIQUID BIOPSY MARKET, BY CIRCULATING BIOMARKER, 2022–2029 (USD MILLION)

TABLE 213 CANADA: LIQUID BIOPSY MARKET, BY TECHNOLOGY, 2022–2029 (USD MILLION)

TABLE 214 CANADA: LIQUID BIOPSY MARKET, BY APPLICATION, 2022–2029 (USD MILLION)

TABLE 215 CANADA: LIQUID BIOPSY MARKET, BY CLINICAL APPLICATION, 2022–2029 (USD MILLION)

TABLE 216 CANADA: LIQUID BIOPSY MARKET, BY SAMPLE TYPE, 2022–2029 (USD MILLION)

TABLE 217 CANADA: LIQUID BIOPSY MARKET, BY END USER, 2022–2029 (USD MILLION)



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