

Theranostics Market by Product (Diagnostic imaging (PET, CT, MRI), Radiopharmaceuticals (Lu-177, Sm-153, Ra-223, I-131), Biomarker screening, Software), Application (Prostate Cancer, Bone metastasis), & Stakeholder Expectations - Global Forecast to 2028

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Abstracts

The global theranostics market is projected to reach USD 4.3 billion by 2028 from USD 2.1 billion in 2023, at a CAGR of 15.5% from 2023 to 2028. Factors such as rising baby boomer population and advances in research and development of radiopharmaceuticals are responsible for the increasing growth of this market. Increasing research and development activities, rising number of clinical trials, and government initiatives attributes to the growth of theranostics market.

“The radiopharmaceuticals segment held the largest share of the market in 2022.”

Based on product, the theranostics market is segmented into diagnostic imaging, radiopharmaceuticals, IVD/biomarker screening, and software and services. The radiopharmaceuticals segment held the largest market share in 2022. The large share of this segment can be attributed to the rising adoption of theranostics and increasing prevalence of chronic diseases such as cancer.

“The prostate cancer application segment is projected to register the highest CAGR of the theranostics market by application during the forecast period.”

Based on application, the theranostics market is segmented into prostate cancer, bone metastasis, other cancer, and other applications. The prostate cancer application

segment is projected to register the highest CAGR of the theranostics market from 2023 to 2028. Factors such as rising number of cancer population and ongoing clinical trials to know the benefits of theranostics for other applications are driving the market growth.

“The market in the Asia Pacific region is expected to witness the highest growth during the forecast period.”

The theranostics market in the APAC region is expected to register the highest CAGR during the forecast period, primarily due to evolving healthcare infrastructure and increasing focus of major players in the region. The healthcare infrastructure in emerging economies, such as China and India is evolving at a rapid pace, leading to major investments by hospitals and other end users. These factors are anticipated to fuel the growth of theranostics market in this region.

A breakdown of the primary participants referred to for this report is provided below:

By Company Type: Tier 1–48%, Tier 2–36%, and Tier 3– 16%

By Designation: Director-level–14%, C-level–10%, and Others–76%

By Region: North America–40%, Europe–32%, Asia Pacific–20%, Rest of the World- 8%

The prominent players in the theranostics market Advanced Accelerator Applications (France), Bayer AG (Germany), GE Healthcare (US) among others.

Research Coverage

This report studies the theranostics market based on product, application, end user, and region. It also covers the factors affecting market growth, analyzes the various opportunities and challenges in the market, and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micromarkets with respect to their growth trends and forecasts the revenue of the market segments with respect to three main regions (and the respective countries in these regions).

Reasons to Buy the Report

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall theranostics 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 market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

This report provides insights on the following pointers:

Analysis of key drivers (growing geriatric population and rising prevalence of associated diseases, rising use of radiopharmaceuticals, rising focus on precision medicine), restraints (short life of radiopharmaceuticals, unfavourable reimbursement scenario), opportunities (growth opportunities in emerging countries, advances in research and development of radiopharmaceuticals), and challenges (hospital budget cuts and high equipment costs) influencing the growth of the theranostics market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the theranostics market

Market Development: Comprehensive information about lucrative markets—the report analyses the theranostics market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the theranostics market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Advanced Accelerator Applications (France), Bayer AG (Germany), GE Healthcare (US).

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 INCLUSIONS & EXCLUSIONS
- 1.4 MARKET SEGMENTATION
 - 1.4.1 MARKETS COVERED
 - 1.4.2 REGIONS COVERED
 - 1.4.3 YEARS CONSIDERED
 - 1.4.4 CURRENCY CONSIDERED
- 1.5 RESEARCH LIMITATIONS
- 1.6 STAKEHOLDERS
- 1.7 RECESSION IMPACT: THERANOSTICS MARKET

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 RESEARCH DESIGN METHODOLOGY
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primaries
 - FIGURE 2 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY-SIDE AND DEMAND-SIDE PARTICIPANTS
 - FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION
- 2.2 MARKET SIZE ESTIMATION
 - FIGURE 4 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.1.1 Approach 1: Company revenue estimation approach
 - FIGURE 5 COMPANY REVENUE ESTIMATION
 - FIGURE 6 REVENUE SHARE ANALYSIS: ILLUSTRATIVE EXAMPLE OF BAYER AG
 - 2.2.1.2 Approach 2: Patient population-based market estimation
 - FIGURE 7 BOTTOM-UP APPROACH: THERANOSTICS MARKET
 - 2.2.1.3 Growth forecast
 - 2.2.1.4 CAGR projections

FIGURE 8 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS

2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 9 DATA TRIANGULATION METHODOLOGY

2.3.1 MARKET SHARE ESTIMATION

2.4 STUDY ASSUMPTIONS

2.4.1 MARKET ASSUMPTIONS

2.4.2 GROWTH RATE ASSUMPTIONS

2.5 RISK ASSESSMENT

TABLE 1 RISK ASSESSMENT: THERANOSTICS MARKET

2.6 IMPACT OF ECONOMIC RECESSION ON THERANOSTICS MARKET

3 EXECUTIVE SUMMARY

FIGURE 10 THERANOSTICS MARKET, BY PRODUCT, 2023 VS. 2028 (USD MILLION)

FIGURE 11 THERANOSTICS MARKET, BY APPLICATION, 2023 VS. 2028 (USD MILLION)

FIGURE 12 THERANOSTICS MARKET, BY END USER, 2023 VS. 2028 (USD MILLION)

FIGURE 13 REGIONAL SNAPSHOT OF THERANOSTICS MARKET

4 PREMIUM INSIGHTS

4.1 THERANOSTICS MARKET OVERVIEW

FIGURE 14 RISING PREVALENCE OF CANCER AND GROWING FOCUS ON PRECISION MEDICINE TO DRIVE MARKET

4.2 NORTH AMERICA: THERANOSTICS MARKET, BY PRODUCT (USD MILLION)

FIGURE 15 RADIOPHARMACEUTICALS TO COMMAND LARGEST MARKET SHARE IN NORTH AMERICAN THERANOSTICS MARKET DURING FORECAST PERIOD

4.3 EUROPE: THERANOSTICS MARKET, BY APPLICATION (USD MILLION)

FIGURE 16 PROSTATE CANCER TO REGISTER HIGHEST GROWTH RATE DURING STUDY PERIOD

4.4 ASIA PACIFIC: THERANOSTICS MARKET, BY END USER (USD MILLION)

FIGURE 17 HOSPITALS AND CANCER CARE CENTERS TO COMMAND LARGEST SHARE IN ASIA PACIFIC MARKET DURING FORECAST PERIOD

4.5 GEOGRAPHIC SNAPSHOT: THERANOSTICS MARKET

FIGURE 18 CHINA TO WITNESS HIGHEST GROWTH RATE DURING STUDY PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 19 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: THERANOSTICS MARKET

5.2.1 DRIVERS

5.2.1.1 Growing geriatric population and rising prevalence of target diseases

5.2.1.2 Increasing use of radiopharmaceuticals in neurological applications

5.2.1.3 Growing focus on precision medicine

5.2.2 RESTRAINTS

5.2.2.1 Short half-life of radiopharmaceuticals

TABLE 2 PHYSICAL HALF-LIFE OF RADIOPHARMACEUTICALS

5.2.2.2 Unfavorable healthcare reimbursement scenario

5.2.3 OPPORTUNITIES

5.2.3.1 Growth opportunities in emerging economies

5.2.3.2 Rising number of R&D programs for radiopharmaceuticals

5.2.4 CHALLENGES

5.2.4.1 Hospital budget cuts and high equipment costs

5.3 PRICING ANALYSIS

FIGURE 20 AVERAGE SELLING PRICE FOR RADIOPHARMACEUTICALS

TABLE 3 AVERAGE COST FOR THERANOSTICS TREATMENT, BY REGION

5.4 VALUE CHAIN ANALYSIS

FIGURE 21 VALUE CHAIN ANALYSIS: THERANOSTICS MARKET

5.5 ECOSYSTEM/MARKET MAP

5.6 SUPPLY CHAIN ANALYSIS

5.6.1 PROMINENT COMPANIES

5.6.2 SMALL & MEDIUM-SIZED ENTERPRISES

5.6.3 END USERS

FIGURE 22 SUPPLY CHAIN ANALYSIS: THERANOSTICS MARKET

5.7 PORTER'S FIVE FORCES ANALYSIS

TABLE 4 PORTER'S FIVE FORCES ANALYSIS: THERANOSTICS MARKET

5.7.1 INTENSITY OF COMPETITIVE RIVALRY

5.7.2 BARGAINING POWER OF SUPPLIERS

5.7.3 BARGAINING POWER OF BUYERS

5.7.4 THREAT OF SUBSTITUTES

5.7.5 THREAT OF NEW ENTRANTS

5.8 REGULATORY LANDSCAPE

5.8.1 NORTH AMERICA

5.8.1.1 US

5.8.1.2 Canada

5.8.2 EUROPE

5.8.3 ASIA PACIFIC

5.8.3.1 Australia

5.8.3.2 India

5.8.3.3 China

5.8.4 REST OF THE WORLD

5.8.4.1 Turkey

5.8.4.2 UAE

5.8.4.3 South Africa

TABLE 5 REGULATORY AGENCIES AND GUIDELINES

5.9 TIMELINE FOR THERANOSTICS MARKET

5.10 REIMBURSEMENT ANALYSIS

TABLE 6 MEDICAL REIMBURSEMENT CODES FOR THERANOSTICS IN US, 2022

5.11 TRADE ANALYSIS

5.11.1 TRADE ANALYSIS FOR THERANOSTICS MARKET

TABLE 7 IMPORT DATA FOR RADIOPHARMACEUTICALS, BY COUNTRY,
2018–2022 (USD THOUSAND)

TABLE 8 EXPORT DATA FOR RADIOPHARMACEUTICALS, BY COUNTRY,
2018–2022 (USD THOUSAND)

5.12 PATENT ANALYSIS

FIGURE 23 TOP 10 PATENT APPLICANTS FOR THERANOSTICS (JANUARY
2012–DECEMBER 2022)

5.13 CASE STUDY ANALYSIS

TABLE 9 CASE STUDY 1: LUTETIUM-177-PSMA-617 FOR METASTATIC
CASTRATION-RESISTANT PROSTATE CANCER

5.14 KEY STAKEHOLDERS & BUYING CRITERIA

5.14.1 KEY STAKEHOLDERS

TABLE 10 KEY STAKEHOLDERS AND THEIR REQUIREMENTS

5.14.2 IMPACT ANALYSIS OF KEY BUYING CRITERIA

TABLE 11 IMPACT OF KEY STAKEHOLDERS ON BUYING CRITERIA

5.15 KEY CONFERENCES & EVENTS

TABLE 12 LIST OF KEY CONFERENCES & EVENTS, 2023–2024

5.16 CLINICAL RESEARCH DATA FOR THERANOSTICS MARKET

6 THERANOSTICS MARKET, BY PRODUCT

6.1 INTRODUCTION

TABLE 13 THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)**6.2 DIAGNOSTIC IMAGING****6.2.1 EASY ANALYSIS OF DISEASE CONDITIONS AND ACCURATE THERAPIES TO DRIVE MARKET****TABLE 14 THERANOSTICS MARKET FOR DIAGNOSTIC IMAGING, BY REGION, 2021–2028 (USD MILLION)****6.3 RADIOPHARMACEUTICALS****TABLE 15 THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)****TABLE 16 THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY REGION, 2021–2028 (USD MILLION)****6.3.1 LUTETIUM-177****6.3.1.1 Increasing incidence of neuroendocrine cancer to boost segment****TABLE 17 LUTETIUM-177 MARKET, BY REGION, 2021–2028 (USD MILLION)****6.3.1.2 Samarium-153****6.3.1.3 Rising incidence of bone metastasis to drive segment growth****TABLE 18 SAMARIUM-153 MARKET, BY REGION, 2021–2028 (USD MILLION)****6.3.1.4 Radium-223****6.3.1.4.1 Easy production of Radium-223 molecule to support market growth****TABLE 19 RADIUM-223 MARKET, BY REGION, 2021–2028 (USD MILLION)****6.3.1.5 Iodine-131****6.3.1.5.1 Increased applications in thyroid cancer and hyperthyroidism treatment to propel market****TABLE 20 IODINE-131 MARKET, BY REGION, 2021–2028 (USD MILLION)****6.3.1.6 Yttrium-90****6.3.1.6.1 Rising use in non-Hodgkin lymphoma and oncology radiotheranostics to drive segment****TABLE 21 YTTRIUM-90 MARKET, BY REGION, 2021–2028 (USD MILLION)****6.3.1.7 Other radiopharmaceuticals****TABLE 22 OTHER RADIOPHARMACEUTICALS MARKET, BY REGION, 2021–2028 (USD MILLION)****6.4 IVD/BIOMARKER SCREENING****6.4.1 RISING ADOPTION OF THERANOSTICS TREATMENT TO SUPPORT MARKET GROWTH****TABLE 23 THERANOSTICS MARKET FOR IVD/BIOMARKER SCREENING, BY REGION, 2021–2028 (USD MILLION)****6.5 SOFTWARE & SERVICES****6.5.1 RISING USE OF NOVEL SOFTWARE AND INCREASING DEMAND FOR IMAGING SERVICES TO PROPEL MARKET**

TABLE 24 THERANOSTICS MARKET FOR SOFTWARE & SERVICES, BY REGION, 2021–2028 (USD MILLION)

7 THERANOSTICS MARKET, BY APPLICATION

7.1 INTRODUCTION

TABLE 25 THERANOSTICS MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

7.2 PROSTATE CANCER

7.2.1 RISING INCIDENCE OF PROSTATE CANCER AMONG MEN TO FUEL MARKET

TABLE 26 THERANOSTICS MARKET FOR PROSTATE CANCER, BY REGION, 2021–2028 (USD MILLION)

7.3 BONE METASTASIS

7.3.1 INTRODUCTION OF NOVEL MEDICAL THERAPIES TO DRIVE MARKET

TABLE 27 THERANOSTICS MARKET FOR BONE METASTASIS, BY REGION, 2021–2028 (USD MILLION)

7.4 OTHER CANCERS

TABLE 28 THERANOSTICS MARKET FOR OTHER CANCERS, BY REGION, 2021–2028 (USD MILLION)

7.5 OTHER APPLICATIONS

TABLE 29 THERANOSTICS MARKET FOR OTHER APPLICATIONS, BY REGION, 2021–2028 (USD MILLION)

8 THERANOSTICS MARKET, BY END USER

8.1 INTRODUCTION

TABLE 30 THERANOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

8.2 HOSPITALS AND CANCER CARE CENTERS

8.2.1 RISING TREND OF MODERNIZING IMAGING WORKFLOW SYSTEMS TO DRIVE MARKET

TABLE 31 THERANOSTICS MARKET FOR HOSPITALS AND CANCER CARE CENTERS, BY REGION, 2021–2028 (USD MILLION)

8.3 THERANOSTICS CENTERS

8.3.1 GROWING FOCUS ON TARGETED THERAPIES AND RISING PREVALENCE OF CHRONIC DISEASES TO PROPEL MARKET

TABLE 32 THERANOSTICS MARKET FOR THERANOSTICS CENTERS, BY REGION, 2021–2028 (USD MILLION)

8.4 RESEARCH AND ACADEMIC CENTERS

8.4.1 INCREASING COLLABORATIONS BETWEEN THERANOSTICS COMPANIES

AND ACADEMIA TO SUPPORT MARKET GROWTH

TABLE 33 THERANOSTICS MARKET FOR RESEARCH AND ACADEMIC CENTERS,
BY REGION, 2021–2028 (USD MILLION)

9 THERANOSTICS MARKET, BY REGION

9.1 INTRODUCTION

TABLE 34 THERANOSTICS MARKET, BY REGION, 2021–2028 (USD MILLION)

9.2 NORTH AMERICA

FIGURE 24 NORTH AMERICA: CANCER PREVALENCE, 2012–2020

FIGURE 25 NORTH AMERICA: THERANOSTICS MARKET SNAPSHOT (2022)

TABLE 35 NORTH AMERICA: THERANOSTICS MARKET, BY COUNTRY, 2021–2028
(USD MILLION)

TABLE 36 NORTH AMERICA: THERANOSTICS MARKET, BY PRODUCT, 2021–2028
(USD MILLION)

TABLE 37 NORTH AMERICA: THERANOSTICS MARKET FOR
RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 38 NORTH AMERICA: THERANOSTICS MARKET, BY APPLICATION,
2021–2028 (USD MILLION)

TABLE 39 NORTH AMERICA: THERANOSTICS MARKET, BY END USER, 2021–2028
(USD MILLION)

9.3 NORTH AMERICA: RECESSION IMPACT

9.3.1 US

9.3.1.1 US to dominate North American theranostics market during forecast period

TABLE 40 US: KEY MACROINDICATORS

TABLE 41 US: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD
MILLION)

TABLE 42 US: THERANOSTICS MARKET RADIOPHARMACEUTICALS, BY TYPE,
2021–2028 (USD MILLION)

9.3.2 CANADA

9.3.2.1 Rising geriatric population and increasing number of initiatives for medical
isotope development to drive market

TABLE 43 CANADA: KEY MACROINDICATORS

TABLE 44 CANADA: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD
MILLION)

TABLE 45 CANADA: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS,
BY TYPE, 2021–2028 (USD MILLION)

9.4 EUROPE

TABLE 46 EUROPE: THERANOSTICS MARKET, BY COUNTRY, 2021–2028 (USD

MILLION)

TABLE 47 EUROPE: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 48 EUROPE: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 49 EUROPE: THERANOSTICS MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 50 EUROPE: THERANOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

9.4.1 EUROPE: RECESSION IMPACT

9.4.2 GERMANY

9.4.2.1 Well-established healthcare system and increased geriatric population to drive market

TABLE 51 GERMANY: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 52 GERMANY: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.4.3 UK

9.4.3.1 Increasing government funding in diagnostic imaging to support market growth

TABLE 53 UK: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 54 UK: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.4.4 FRANCE

9.4.4.1 Favorable government initiatives and high incidence of cancer to propel market

TABLE 55 FRANCE: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 56 FRANCE: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.4.5 REST OF EUROPE

TABLE 57 REST OF EUROPE: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 58 REST OF EUROPE: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.5 ASIA PACIFIC

FIGURE 26 ASIA PACIFIC: CANCER PREVALENCE, 2012–2020

FIGURE 27 ASIA PACIFIC: THERANOSTICS MARKET SNAPSHOT (2022)

TABLE 59 ASIA PACIFIC: THERANOSTICS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 60 ASIA PACIFIC: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 61 ASIA PACIFIC: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 62 ASIA PACIFIC: THERANOSTICS MARKET, BY APPLICATION, 2021–2028 (USD MILLION)

TABLE 63 ASIA PACIFIC: THERANOSTICS MARKET, BY END USER, 2021–2028 (USD MILLION)

9.5.1 ASIA PACIFIC: RECESSION IMPACT

9.5.2 JAPAN

9.5.2.1 Established nuclear medicine infrastructure and better accessibility of healthcare services to drive market

TABLE 64 JAPAN: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 65 JAPAN: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.5.3 CHINA

9.5.3.1 Increasing number of government initiatives and growing geriatric population to drive market

TABLE 66 CHINA: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 67 CHINA: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.5.4 INDIA

9.5.4.1 Rising number of nuclear medicine facilities and increasing incidence of chronic diseases to propel market

TABLE 68 INDIA: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 69 INDIA: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.5.5 REST OF ASIA PACIFIC

TABLE 70 REST OF ASIA PACIFIC: THERANOSTICS MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 71 REST OF ASIA PACIFIC: THERANOSTICS MARKET FOR RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

9.6 REST OF THE WORLD

TABLE 72 REST OF THE WORLD: THERANOSTICS MARKET, BY PRODUCT,

2021–2028 (USD MILLION)

TABLE 73 REST OF THE WORLD: THERANOSTICS MARKET FOR
RADIOPHARMACEUTICALS, BY TYPE, 2021–2028 (USD MILLION)

TABLE 74 REST OF THE WORLD: THERANOSTICS MARKET, BY APPLICATION,
2021–2028 (USD MILLION)

TABLE 75 REST OF THE WORLD: THERANOSTICS MARKET, BY END USER,
2021–2028 (USD MILLION)

9.6.1 REST OF THE WORLD: RECESSION IMPACT

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 KEY STRATEGIES/RIGHT TO WIN

10.3 MAJOR STRATEGIES ADOPTED BY KEY PLAYERS IN THERANOSTICS
MARKET

FIGURE 28 KEY STRATEGIES ADOPTED BY MAJOR PLAYERS IN THERANOSTICS
MARKET

10.4 REVENUE SHARE ANALYSIS

FIGURE 29 REVENUE SHARE ANALYSIS OF TOP THREE PLAYERS, 2020–2022

10.5 MARKET SHARE ANALYSIS

FIGURE 30 ADVANCED ACCELERATOR APPLICATIONS COMMANDED LARGEST
MARKET SHARE IN 2022

TABLE 76 DEGREE OF COMPETITION IN THERANOSTICS MARKET

10.6 COMPANY EVALUATION MATRIX

10.6.1 STARS

10.6.2 EMERGING LEADERS

10.6.3 PERVASIVE PLAYERS

10.6.4 PARTICIPANTS

FIGURE 31 COMPANY EVALUATION MATRIX, 2022

10.6.5 COMPANY FOOTPRINT

TABLE 77 PRODUCT AND REGIONAL FOOTPRINT

10.7 START-UP/SME EVALUATION MATRIX

10.7.1 PROGRESSIVE COMPANIES

10.7.2 RESPONSIVE COMPANIES

10.7.3 DYNAMIC COMPANIES

10.7.4 STARTING BLOCKS

FIGURE 32 START-UP/SME EVALUATION MATRIX, 2022

10.7.5 COMPETITIVE BENCHMARKING

TABLE 78 DETAILED LIST OF KEY START-UPS/SMES

10.8 COMPETITIVE SCENARIOS & TRENDS

11 COMPANY PROFILES

11.1 KEY PLAYERS

(Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*

11.1.1 ADVANCED ACCELERATOR APPLICATIONS

TABLE 81 ADVANCED ACCELERATOR APPLICATIONS: COMPANY OVERVIEW

11.1.2 BAYER AG

TABLE 82 BAYER AG: COMPANY OVERVIEW

FIGURE 33 BAYER AG: COMPANY SNAPSHOT (2022)

11.1.3 GE HEALTHCARE

TABLE 83 GE HEALTHCARE: COMPANY OVERVIEW

FIGURE 34 GE HEALTHCARE: COMPANY SNAPSHOT (2022)

11.1.4 SIEMENS HEALTHINEERS AG

TABLE 84 SIEMENS HEALTHINEERS AG: COMPANY OVERVIEW

FIGURE 35 SIEMENS HEALTHINEERS AG: COMPANY SNAPSHOT (2022)

11.1.5 CARDINAL HEALTH

TABLE 85 CARDINAL HEALTH: COMPANY OVERVIEW

FIGURE 36 CARDINAL HEALTH: COMPANY SNAPSHOT (2022)

11.1.6 PHILIPS HEALTHCARE

TABLE 86 PHILIPS HEALTHCARE: COMPANY OVERVIEW

FIGURE 37 PHILIPS HEALTHCARE: COMPANY SNAPSHOT (2022)

11.1.7 CANON INC.

TABLE 87 CANON INC.: COMPANY OVERVIEW

FIGURE 38 CANON INC.: COMPANY SNAPSHOT (2022)

11.1.8 CURIUM

TABLE 88 CURIUM: COMPANY OVERVIEW

11.1.9 LANTHEUS

TABLE 89 LANTHEUS: COMPANY OVERVIEW

FIGURE 39 LANTHEUS: COMPANY SNAPSHOT (2022)

11.1.10 NORTHSTAR MEDICAL RADIOISOTOPES

TABLE 90 NORTHSTAR MEDICAL RADIOISOTOPES: COMPANY OVERVIEW

11.1.11 ECKERT & ZIEGLER

TABLE 91 ECKERT & ZIEGLER: COMPANY OVERVIEW

FIGURE 40 ECKERT & ZIEGLER: COMPANY SNAPSHOT (2022)

11.1.12 PHARMALOGIC

TABLE 92 PHARMALOGIC: COMPANY OVERVIEW

11.1.13 ECZACIBA?I-MONROL

TABLE 93 ECZACIBA?I-MONROL: COMPANY OVERVIEW

11.1.14 ACROTECH BIOPHARMA, INC.

TABLE 94 ACROTECH BIOPHARMA, INC.: COMPANY OVERVIEW**11.2 OTHER PLAYERS**

11.2.1 THERMO FISHER SCIENTIFIC INC.

11.2.2 GLOBAL MEDICAL SOLUTIONS

11.2.3 SHINE TECHNOLOGIES, LLC

11.2.4 ISOTOPIA MOLECULAR IMAGING LTD.

11.2.5 INSTITUTE OF ISOTOPES

11.2.6 CHINA ISOTOPE & RADIATION CORPORATION

11.2.7 YANTAI DONGCHENG PHARMACEUTICAL GROUP CO., LTD.

11.2.8 ATOMVIE

11.2.9 ABX ADVANCED BIOCHEMICAL COMPOUNDS GMBH

11.2.10 TELIX PHARMACEUTICALS LIMITED

11.2.11 BLUE EARTH DIAGNOSTICS

11.2.12 SOFIE BIOSCIENCES

11.2.13 THERAGNOSTICS

*Details on Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 KNOWLEDGESTORE: MARKETSDMARKETS' SUBSCRIPTION PORTAL

12.3 CUSTOMIZATION OPTIONS

12.4 RELATED REPORTS

12.5 AUTHOR DETAILS

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