

# Global Breast Lesion Localization Market Research and Forecast, 2018-2023

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## Abstracts

Breast lesion localization procedure is now as popular as mammography or any other imaging procedure. Breast lesion localization is used in almost 50% of all lumpectomy and surgical biopsy procedures to confirm the removal of the targeted lesion. The demand for breast lesion localization procedure is increasing due to the high prevalence of breast cancer across the globe. Further, increasing breast cancer screening programs such as National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and Women's Cancer Screening Program, raise the awareness among people which in turns drives the growth of the market significantly during the forecast period. Rising healthcare expenditure in developing economies is also boosting the growth of the breast lesion localization market across the globe.

However, stringent government regulation for approvals and complex procedure and risk from localization devices are restraining the market. Introduction of new technologies such as RFID technology is creating enormous opportunity for the growth of the breast lesion localization market. technological advancement enables simpler, safer and accurate localization which improves the collaboration between radiologists and surgeons.

The global breast lesion localization market is segmented on the basis of type and end-user. Based on the type, the market is segmented into wire-guided localization, radioisotope localization, and magnetic tracer. The radioisotope localization includes radioactive seed localization and radio occult lesion localization. The wire-guided localization has a significant market and is a commonly used the procedure for the breast lesion localization. The end-user segment is segmented into hospitals, diagnostic center, and research institute.

The global breast lesion localization market is further segmented on the basis of geography include North America, Europe, Asia-Pacific and rest of the world. North America is expected to hold a dominant position in the global breast lesion localization market, followed by Europe. The high prevalence of breast cancer and increasing breast cancer screening programs significantly contributing towards the market growth in the region. The Asia-Pacific region is projected to exhibit the fastest growth in the global breast lesion localization market during the forecast period attributed to rising healthcare expenditure in developing economies and growing awareness among people regarding breast cancer.

The key players contributing to the growth of the global breast lesion localization market are C.R. Bard, Cook Medical, Somatex Medical Technologies GmbH, and others. To endure in the competitive market, these players adopt various strategies such as mergers and acquisitions, geographical expansions, joint ventures and product launch for the growth of the market.

## **RESEARCH METHODOLOGY**

The market study of breast lesion localization market is incorporated by extensive primary and secondary research conducted by a research team at OMR. Secondary research has been conducted to refine the available data to break down the market in various segments, derive total market size, market forecast, and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report, the country-level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior, and macroeconomic factors. Numbers extracted from secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders, and industry experts. Primary research brings the authenticity of our reports.

## **SECONDARY SOURCES INCLUDE**

Financial reports of companies involved in the market

Whitepapers, research-papers, and news blogs

Company websites and their product catalog

The report is intended breast lesion localization device manufacturer, diagnostic centers and government organization for overall market analysis, and competitive analysis. The report will serve as a source for 360-degree analysis of the market thoroughly integrating different models delivering insights into the market for better business decisions.

## **MARKET SEGMENTATION**

Global Breast Lesion Localization Market Research and Analysis by Type

Global Breast Lesion Localization Market Research and Analysis by End-User

Global Breast Lesion Localization Market Research and Analysis by Region

The report covers

Comprehensive research methodology of the global breast lesion localization market.

This report also includes a detailed and extensive market overview with key analyst insights.

An exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the global breast lesion localization market.

Insights about market determinants which are stimulating the global breast lesion localization market.

Detailed and extensive market segments with regional distribution of forecast

Extensive profiles and recent developments of market players.

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