

Bladder Cancer Therapeutics and Diagnostics Market Forecasts to 2030 – Global Analysis by Cancer Type (Transitional Cell Bladder Cancer, Squamous Cell Bladder Cancer and Other Cancer Types), Therapeutics, Diagnostics, Treatment Stage, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Bladder Cancer Therapeutics and Diagnostics Market is accounted for \$471.5 million in 2024 and is expected to reach \$786.4 million by 2030 growing at a CAGR of 8.9% during the forecast period. Bladder cancer therapies and diagnostics are the medical treatments and technologies used to manage and identify bladder cancer. Therapeutics includes a range of treatments such as surgery, chemotherapy, immunotherapy, radiation therapy, and targeted therapy, aimed at killing cancer cells or preventing their growth. Diagnostics involve various tests and procedures, such as urine tests, cystoscopy, imaging (e.g., CT scans, ultrasounds), and biopsy, to detect and stage the cancer. Early detection and advanced treatments are crucial for improving survival rates, and ongoing research in personalized medicine is enhancing the effectiveness of both therapeutic and diagnostic approaches.

According to the American Cancer Society, in 2022, there are around 81,180 new cases of bladder cancer 61,700 in men and 19,480 in women in the United States.

Market Dynamics:

Driver:

Rising Incidence of Bladder Cancer

The rising incidence of bladder cancer is extensively driving the bladder cancer therapeutics and diagnostics market. As more individuals are diagnosed, there is increased demand for advanced diagnostic tools, such as imaging and biomarker testing, and innovative treatment options, including targeted therapies, immunotherapies, and chemotherapy. This growing need for early detection and personalized treatments is propelling market growth, with healthcare providers and pharmaceutical companies focusing on developing novel therapies and diagnostic solutions to address the rising prevalence of bladder cancer.

Restraint:

High Treatment Costs

The high expense of bladder cancer diagnostics and treatments is a significant barrier to market expansion, especially in low- and middle-income nations. Patient access and affordability are restricted by the high cost of modern medicines, such as immunotherapies and targeted treatments. This problem is made worse by gaps in insurance coverage and out-of-pocket costs, which obstruct prompt diagnosis and efficient treatment, delaying patient results and impeding wider market adoption.

Opportunity:

Early Detection Technologies

Early detection technologies are significantly impacting the bladder cancer therapeutics and diagnostics market by enabling earlier diagnosis, improving treatment outcomes, and reducing mortality rates. Technologies such as liquid biopsy, imaging advancements, and biomarker testing allow for the identification of cancer at its initial stages, leading to personalized treatment plans. This enhances the efficiency of therapies, minimizes side effects, and reduces healthcare costs. As a result, the market for bladder cancer diagnostics and treatments is expanding rapidly, driven by these innovations.

Threat:

Side Effects of Treatments

The adverse effects of bladder cancer therapies such as chemotherapy,

immunotherapy, and radiation impede market growth by decreasing patient adherence and treatment efficacy. Fatigue, nausea, and immune-related problems are examples of adverse effects that might lower quality of life and cause therapy to be stopped or postponed. Patients and healthcare professionals become concerned about this, which slows the uptake of some treatments and hinders the market's overall growth for bladder cancer treatments and diagnostics.

Covid-19 Impact:

The COVID-19 pandemic disrupted the Bladder Cancer Therapeutics and Diagnostics Market by delaying elective surgeries, reducing patient visits, and limiting clinical trials. Diagnostic testing and treatment availability were impacted, leading to treatment postponements. However, the growing focus on cancer care post-pandemic, along with accelerated adoption of telemedicine and remote diagnostics has supported market recovery, driving demand for innovative therapies and diagnostic solutions in the long term.

The cystoscopy segment is expected to be the largest during the forecast period

The cystoscopy segment is expected to be the largest during the forecast period as it allows for direct visualization of the bladder lining, aiding in the identification of tumors or abnormalities. This diagnostic tool supports biopsy procedures, contributing to more precise treatment planning. As bladder cancer cases increase globally, cystoscopy's role in early-stage diagnosis and subsequent therapeutic interventions is driving growth in both the diagnostics and therapeutics sectors.

The radiotherapy segment is expected to have the highest CAGR during the forecast period

The radiotherapy segment is expected to have the highest CAGR during the forecast period because it is often combined with surgery or chemotherapy to improve survival rates. Advances in radiotherapy techniques, such as image-guided radiation therapy (IGRT) and intensity-modulated radiation therapy (IMRT), have enhanced precision, reducing side effects. These innovations are driving the market, along with the increasing demand for advanced diagnostic tools to monitor treatment efficacy and detect recurrence.

Region with largest share:

North America is anticipated to hold the largest market share during the forecast period because of the rising prevalence of bladder cancer, improvements in diagnostic tools, and the expanding need for focused treatments. The aging of the population and the increase in smoking are important variables that lead to increased cancer rates. Furthermore, advances in non-invasive diagnostic technologies and immunotherapies, as well as increased healthcare access and research funding, are driving market expansion in the area.

Region with highest CAGR:

Asia Pacific is anticipated to witness the highest CAGR over the forecast period owing to rising cancer incidences, increasing healthcare awareness, advancements in diagnostic technologies, and growing demand for targeted therapies. The region's expanding healthcare infrastructure and the adoption of minimally invasive procedures also contribute to market growth. Additionally, ongoing research into novel biomarkers and immunotherapies, along with enhanced access to advanced treatments, are boosting the adoption of innovative diagnostic and therapeutic solutions for bladder cancer in Asia-Pacific.

Key players in the market

Some of the key players in Bladder Cancer Therapeutics and Diagnostics market include Abbott Laboratories, AstraZeneca PLC, Bristol-Myers Squibb Company, Celgene Corporation, Eli Lilly and Company, Endo Pharmaceuticals Inc., F. Hoffmann-La Roche Ltd, Genentech, Inc., GlaxoSmithKline PLC, Hoffmann-La Roche AG, Johnson & Johnson, Kaiser Permanente, Merck & Co., Inc., Novartis International AG, Pacific Edge Limited, Pfizer Inc. and Sanofi S.A.

Key Developments:

In September 2024, iCardio.ai announced collaboration with Abbott to develop AI applications for the medtech giant's imaging technologies.

In August 2024, Abbott announced a unique global partnership with Medtronic to collaborate on an integrated continuous glucose monitoring (CGM) system based on Abbott's most advanced, world-leading1 FreeStyle Libre technology that will connect with Medtronic's automated insulin delivery (AID) and smart insulin pen systems.

In August 2024, The American Diabetes Association and Abbott recently announced a

collaboration to better understand the nutritional needs of people living with diabetes, obesity, and metabolic dysfunction and how nutrition formulas can support those needs and overall health.

Cancer Types Covered:

Transitional Cell Bladder Cancer

Squamous Cell Bladder Cancer

Other Cancer Types

Therapeutics Covered:

Chemotherapy

Immunotherapy

Targeted Therapy

Radiotherapy

Surgical Procedures

Other Therapeutics

Diagnostics Covered:

Cystoscopy

Bladder Ultrasound

Urinalysis

Biopsy

Blood Tests

Other Diagnostics

Treatment Stages Covered:

Early-Stage Bladder Cancer

Advanced-Stage Bladder Cancer

End Users Covered:

Hospitals

Cancer Research Institutes

Diagnostic Laboratories

Ambulatory Surgical Centers

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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