

Cancer Survivorship Management Market Forecasts to 2032 – Global Analysis By Component (Services, Software & Digital Platforms and Other Components), Deployment Mode, Cancer Type, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Cancer Survivorship Management Market is accounted for \$2.29 billion in 2025 and is expected to reach \$4.48 billion by 2032 growing at a CAGR of 10.0% during the forecast period. Cancer survivorship management is the structured, multidisciplinary care provided to individuals from the point of diagnosis through post-treatment life. It encompasses monitoring for recurrence, managing long-term and late effects of therapy, promoting physical and psychological well-being, and coordinating follow-up care. This approach also addresses social, financial, and lifestyle challenges while supporting caregivers. Survivorship plans aim to restore quality of life, facilitate reintegration, and ensure continuity of care across healthcare providers

According to Journal of Hematology & Oncology, cancer accounted for 14.57% of global deaths and 8.8% of total disability-adjusted life years (DALYs) in 2021 across both sexes. The age-standardized incidence rate (ASIR) was 790.33 per 100,000, with females exhibiting higher ASIR than males (923.44 vs. 673.09), while males showed higher age-standardized death rates (ASDR) (145.69 vs. 93.60), underscoring the need for gender-sensitive cancer control strategies.

Market Dynamics:

Driver:

Growing recognition of late and long-term effects

Healthcare providers are now prioritizing long-term monitoring and rehabilitation strategies to address issues such as fatigue, cognitive decline, and secondary malignancies. This shift is driving demand for integrated survivorship care plans that extend beyond acute treatment. Moreover, advancements in data analytics and patient registries are enabling better tracking of survivorship outcomes, fostering evidence-based interventions. As survivorship rates improve globally, the need for structured follow-up care is becoming a central focus in oncology services.

Restraint:

Fragmented and uncoordinated care, inadequate reimbursement

Survivors often navigate multiple specialists without cohesive care coordination, leading to gaps in symptom management and psychosocial support. Reimbursement policies for survivorship services remain inconsistent across regions, discouraging providers from investing in comprehensive programs. Additionally, the lack of standardized protocols for long-term follow-up contributes to variability in care quality. These systemic inefficiencies hinder the scalability of survivorship models and slow down market expansion.

Opportunity:

Driving focus on preventative and wellness programs

Programs that incorporate nutrition counseling, physical rehabilitation, mental health support, and lifestyle modification are gaining traction. Digital platforms and mobile health applications are facilitating personalized wellness tracking, empowering survivors to actively manage their recovery. Furthermore, employers and insurers are increasingly supporting survivorship wellness initiatives to reduce long-term healthcare costs. This proactive approach is reshaping survivorship care from reactive treatment to holistic health promotion.

Threat:

Therapeutic resistance & workforce shortages

Emerging resistance to certain cancer therapies poses a threat to effective survivorship

management, particularly in cases requiring prolonged treatment. As cancer types evolve and become more complex, the need for specialized follow-up care intensifies. However, a shortage of trained oncology professionals and survivorship care specialists is straining healthcare systems. Rural and underserved regions are especially vulnerable, with limited access to multidisciplinary teams. This imbalance between demand and workforce capacity may compromise the quality and reach of survivorship services.

Covid-19 Impact:

The COVID-19 pandemic disrupted routine cancer care, including survivorship services, as healthcare systems prioritized emergency response. Many survivors experienced delays in follow-up appointments, screenings, and rehabilitation therapies, leading to increased anxiety and unmanaged symptoms. On the other hand, the crisis accelerated the adoption of telehealth and remote monitoring tools, which have now become integral to survivorship care. Virtual support groups and digital care coordination platforms emerged to fill the gap, offering continuity of care during lockdowns.

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

The services segment is expected to account for the largest market share during the forecast period due to its comprehensive offerings, including counseling, rehabilitation, nutritional support, and long-term monitoring. These services are essential for addressing the multifaceted needs of survivors, ranging from physical recovery to emotional well-being. Hospitals and specialty clinics are expanding survivorship programs to include personalized care pathways, supported by electronic health records and patient engagement tools.

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

Over the forecast period, the hematologic malignancies segment is predicted to witness the highest growth rate. Survivors of leukemia, lymphoma, and myeloma often require intensive post-treatment surveillance due to high relapse risks and immune system complications. Innovations in targeted therapies and stem cell transplantation have improved survival rates, thereby increasing the demand for structured survivorship care. Additionally, research into long-term hematologic toxicity and secondary cancers is driving the development of specialized follow-up protocols, boosting segment growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share attributed to its vast patient population and expanding healthcare infrastructure. Countries like China, India, and Japan are investing heavily in oncology services, including survivorship care integration. Public health campaigns and government-backed initiatives are raising awareness about post-treatment support, while private providers are launching wellness centers tailored for cancer survivors.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by its advanced healthcare systems and strong focus on patient-centered care. The U.S. and Canada are leading in the implementation of survivorship care plans, supported by policy frameworks and reimbursement models. Academic institutions and cancer centers are pioneering research on survivorship outcomes, influencing clinical guidelines and care standards.

Key players in the market

Some of the key players in Cancer Survivorship Management Market include Elekta AB, Accuray Incorporated, Varian Medical Systems, Philips Healthcare, GE Healthcare, Roche, Novartis AG, Bristol-Myers Squibb (BMS), Pfizer Inc., Johnson & Johnson, Guardant Health, Illumina, McKesson Corporation, Allscripts Healthcare Solutions, Inc., Epic Systems Corporation, Cerner Corporation, Carevive Systems, and Cordata Healthcare Innovations.

Key Developments:

In July 2025, Novartis announced regulatory approval for the first malaria medicine for newborns and young infants (Coartem® baby), marking an important pediatric milestone. The company noted expectation of rapid regulatory approvals in several African countries under a special global pathway. Novartis framed the approval as expanding access for vulnerable, very young patients.

In July 2025, Illumina launched the next generation of TruSight Oncology 500 (announced July 30, 2025), a comprehensive genomic profiling assay for cancer research. The product release highlighted expanded genomic coverage to support research and clinical trial workflows.

In May 2025, Roche announced FDA approval of the VENTANA® MET (SP44) RxDx Assay — the first companion diagnostic approved to assess MET protein expression in certain non-small cell lung cancers. The approval enables patient selection for AbbVie's c-Met targeted therapy (Emrelis™) and supports precision oncology pathways.

Components Covered:

Services

Software & Digital Platforms

Other Components

Deployment Modes Covered:

Cloud-based / SaaS

On-premises

Hybrid

Cancer Types Covered:

Breast

Prostate

Colorectal

Hematologic malignancies

Other Cancer Types

End Users Covered:

Hospitals and Cancer Centers

Ambulatory Surgical Centers (ASCs)

Homecare Settings

Specialty Clinics

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 2024, 2025, 2026, 2028, and 2032

- 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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