

# **Personalized Medicine in Neurology Market Forecasts to 2032 – Global Analysis By Therapy Type (Pharmacogenomics, Digital Therapeutics, Biomarker-Based Diagnostics and Targeted Therapeutics), Technology, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Personalized Medicine in Neurology Market is accounted for \$576.8 billion in 2025 and is expected to reach \$1,021.1 billion by 2032 growing at a CAGR of 8.5% during the forecast period. Personalized medicine in neurology is a patient-centered approach that tailor's diagnosis, treatment, and prevention strategies to an individual's unique genetic, biomarker, environmental, and lifestyle profile. It moves beyond the "one-size-fits-all" model by integrating advanced technologies like genomics, neuroimaging, and data analytics to understand disease mechanisms at a personal level. This approach enhances precision in managing neurological disorders such as epilepsy, Alzheimer's disease, and multiple sclerosis, improving outcomes and minimizing side effects. Personalized neurology also fosters early detection and targeted therapies, empowering clinicians to deliver care that is more effective, predictive, and responsive to each patient's distinct neurological makeup.

Market Dynamics:

Driver:

Rising Prevalence of Neurological Disorders

The rising prevalence of neurological disorders is accelerating advancements in personalized medicine, transforming neurology into a more precise and patient-centric

field. With increased demand, researchers are harnessing genetic, biomarker, and lifestyle data to tailor treatments for conditions like Alzheimer's and Parkinson's. This shift fosters innovation in diagnostics and therapeutics, empowering clinicians to deliver more effective, individualized care—ultimately improving outcomes and quality of life for millions affected by neurological diseases.

Restraint:

### High Cost of Personalized Treatments

The high cost of personalized treatments in neurology significantly hinders accessibility and equity in care. Many patients, especially in low-resource settings, cannot afford advanced genomic testing or tailored therapies, leading to disparities in treatment outcomes. This financial barrier slows widespread adoption, limits clinical trials, and discourages investment in scalable solutions. Ultimately, it undermines the promise of personalized medicine to deliver precise, effective neurological care for all individuals.

Opportunity:

### Advancements in Genomics and Molecular Diagnostics

Advancements in genomics and molecular diagnostics have revolutionized personalized medicine in neurology by enabling precise identification of genetic mutations and biomarkers. These innovations allow tailored treatments for conditions like epilepsy, Alzheimer's, and Parkinson's, improving efficacy and reducing side effects. Early diagnosis and risk prediction empower proactive care, while gene-targeted therapies offer hope for previously untreatable disorders. Together, they drive a transformative shift toward individualized, data-driven neurological healthcare.

Threat:

### Complex Regulatory Landscape

The complex regulatory landscape significantly hampers the advancement of personalized medicine in neurology. Stringent approval processes, fragmented global standards, and slow adaptation to emerging technologies delay innovation and patient access. Regulatory ambiguity around genetic data and biomarkers further complicates clinical integration. These barriers discourage investment, stifle collaboration, and limit tailored treatment options, ultimately impeding progress in delivering precise, effective

neurological care to patients who need it most.

### Covid-19 Impact

The Covid-19 pandemic accelerated the adoption of personalized medicine in neurology by highlighting the need for precision care and remote diagnostics. It spurred innovation in telemedicine, digital health platforms, and genomic research, enabling tailored neurological treatments despite healthcare disruptions. However, resource diversion and delayed clinical trials temporarily hindered progress. Overall, the crisis underscored the value of individualized approaches in managing neurological conditions, fostering resilience and adaptability in care delivery.

The Alzheimer's disease segment is expected to be the largest during the forecast period

The Alzheimer's disease segment is expected to account for the largest market share during the forecast period, due to urgent need for more effective, individualized treatments. Personalized medicine enables early detection and tailored therapeutic strategies using genomics and biomarkers, which are especially critical in managing Alzheimer's progression. With increasing research investments and technological advancements, this segment benefits from precision diagnostics and targeted interventions, significantly improving patient outcomes and reducing the burden on caregivers and healthcare systems.

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

Over the forecast period, the microarray segment is predicted to witness the highest growth rate, due to its ability to analyze thousands of genetic markers simultaneously. This technology plays a pivotal role in identifying disease-specific biomarkers and tailoring treatments to individual neurological profiles. Its growing adoption in clinical settings for early diagnosis and personalized therapy selection enhances its market potential. As demand for precision medicine rises, microarrays offer scalable, cost-effective solutions that support the expansion of personalized neurology applications.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to its vast patient population, increasing healthcare investments, and growing

awareness of neurological disorders. Countries like China, India, and Japan are rapidly adopting advanced diagnostic technologies and personalized treatment approaches. Government initiatives promoting genomics research and healthcare digitization further fuel market growth. The region's expanding medical infrastructure and rising demand for tailored therapies make it a key driver in the global neurology personalization landscape.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to robust research infrastructure, high healthcare spending, and early adoption of innovative technologies. The region benefits from strong collaborations between academic institutions, biotech firms, and healthcare providers, accelerating the development of genomic and molecular diagnostic tools. Favorable regulatory frameworks and increasing prevalence of neurological disorders like Alzheimer's and multiple sclerosis further boost demand for personalized treatments, positioning North America as a growth leader.

Key players in the market

Some of the key players profiled in the Personalized Medicine in Neurology Market include Roche Holding AG, Thermo Fisher Scientific Inc., Novartis AG, Becton, Dickinson and Company (BD), Biogen Inc., Merck & Co., Inc., Johnson & Johnson, Siemens Healthineers, Pfizer Inc., Abbott Laboratories, GlaxoSmithKline plc (GSK), Eli Lilly and Company, Amgen Inc., Illumina, Inc., Neurocrine Biosciences, Inc., QIAGEN N.V., PerkinElmer, Inc. and Agilent Technologies, Inc.

Key Developments:

In August 2025, Novartis has entered a collaboration with BioArctic to harness their BrainTransporter platform, aiming to develop novel neurological therapeutics. BioArctic will combine its BrainTransporter technology with a Novartis proprietary antibody to generate drug candidates.

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### Therapy Types Covered:

- Pharmacogenomics
- Digital Therapeutics
- Biomarker-Based Diagnostics
- Targeted Therapeutics

### Technologies Covered:

- Next-Generation Sequencing (NGS)
- CRISPR-based Diagnostics
- Polymerase Chain Reaction (PCR)
- Microarray
- Other Technologies

### Applications Covered:

- Alzheimer's Disease
- Multiple Sclerosis
- Parkinson's Disease
- Epilepsy
- Stroke
- Other Neurological Disorders

**End Users Covered:**

Hospitals & Clinics

Research Institutes

Diagnostic Laboratories

Pharmaceutical & Biotechnology Companies

**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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