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AI In Breast Imaging Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Hardware and Software), By Imaging Modality (Mammography, Ultrasound Imaging, and MRI), By Application (Screening, Diagnostics, and Image-guided Biopsy), By End Use (Hospitals & Clinics, Diagnostic Imaging Centers, and Research Institutes), By Region and Competition, 2020-2030F

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Abstracts

Global AI in Breast Imaging Market was valued at USD 320.32 Million in 2024 and is expected to reach USD 441.98 Million by 2030 with a CAGR of 5.47% during the forecast period. The global AI in breast imaging market is experiencing significant growth, driven by the increasing demand for early and accurate breast cancer detection. AI technologies, particularly deep learning algorithms, are revolutionizing the diagnostic process by improving image analysis, reducing human error, and enhancing the speed of diagnosis. These advancements allow for more precise detection of tumors and abnormalities, leading to better patient outcomes. The growing prevalence of breast cancer, along with the rise in the adoption of digital imaging technologies, is contributing to the market's expansion. The integration of AI with other medical imaging modalities, such as mammography and ultrasound, further enhances the market potential. As healthcare systems increasingly prioritize personalized and efficient care, AI's role in breast imaging is expected to continue growing.

Key Market Drivers

Increasing Incidence of Breast Cancer

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Breast cancer continues to be one of the most prevalent types of cancer worldwide, with millions of new cases diagnosed annually. The rising incidence of breast cancer is primarily attributed to lifestyle changes, aging populations, and environmental factors. According to the American Cancer Society, breast cancer is the second leading cause of cancer deaths among women in the United States. As the incidence of breast cancer increases, so does the need for improved diagnostic methods to detect the disease at the earliest possible stage. Early detection is critical for improving prognosis, as it allows for more effective treatment options and a higher chance of survival. According to WHO, in 2022, breast cancer led to approximately 670,000 deaths worldwide. Around half of all breast cancer cases occur in women with no distinct risk factors other than their sex and age. It was the most common cancer among women in 157 out of 185 countries that year. Breast cancer affects individuals globally, with occurrences in every country. While predominantly a women's disease, about 0.5–1% of breast cancer cases are found in men.

Key Market Challenges

Data Privacy and Security Concerns

As with any technology that deals with sensitive healthcare data, AI in breast imaging faces significant challenges related to data privacy and security. Breast imaging datasets often contain highly personal medical information, and the need to protect this data from unauthorized access or breaches is paramount. Healthcare providers, hospitals, and tech companies developing AI tools must ensure compliance with stringent data protection regulations, such as the Health Insurance Portability and Accountability Act (HIPAA) in the United States, the General Data Protection Regulation (GDPR) in Europe, and other regional laws.

Key Market Trends

Growing Demand for Early Detection and Screening

The global healthcare industry is increasingly prioritizing early detection, and breast cancer screening is no exception. The earlier breast cancer is detected, the higher the likelihood of successful treatment and improved survival rates. Consequently, early detection technologies are a significant focus for healthcare systems worldwide. Routine screenings, such as mammograms, are now widely recommended for women above a certain age or those with higher risk factors, such as family history or genetic

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predispositions. Early screening not only helps identify cancer in its most treatable stages but also lowers overall healthcare costs by preventing the need for more aggressive treatments that are required for late-stage cancers.

All leading medical organizations in the US recommend screening mammography for women aged 40 and above. Studies have shown that screening mammography reduces breast cancer mortality by approximately 20% to 35% in women aged 50 to 69, and by a slightly lower percentage in women aged 40 to 49, with a 14-year follow-up. Despite the effectiveness of mammograms and other imaging techniques, there are challenges in detecting early-stage tumors, particularly in women with dense breast tissue, where mammograms are less sensitive. AI-powered tools can help overcome this limitation by improving image clarity, identifying cancerous areas more accurately, and providing additional insights to clinicians. AI algorithms are trained to detect early-stage cancers that might be missed in a routine manual review of mammograms, reducing the risk of false negatives.

Key Market Players

Visage Imaging, Inc.

CureMetrix, Inc.

DeepHealth, Inc.

GE HealthCare Technologies Inc.

Hologic, Inc.

Siemens Healthineers AG

Fujifilm Holdings Corporation

Koninklijke Philips N.V.

iCAD, Inc.

Medicalgorithmics SA

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Report Scope:

In this report, the Global AI In Breast Imaging Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

AI In Breast Imaging Market, By Component:

Hardware

Software

AI In Breast Imaging Market, By Imaging Modality:

Mammography

Ultrasound Imaging

MRI

AI In Breast Imaging Market, By Application:

Screening

Diagnostics

Image-guided Biopsy

AI In Breast Imaging Market, By End Use:

Hospitals & Clinics

Diagnostic Imaging Centers

Research Institutes

AI In Breast Imaging Market, By Region:

North America

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United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

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Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global AI In Breast Imaging Market.

Available Customizations:

Global AI In Breast Imaging market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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