

Digital Mammography Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (2D Full Field Digital Mammography Tomosynthesis, 3D Full Field Digital Mammography Tomosynthesis), By End-User (Hospitals, Ambulatory Surgical Centers, Other End-Users), By Region and Competition, 2020-2030F

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Abstracts

Global Digital Mammography Market was valued at USD 1.12 billion in 2024 and is anticipated to project robust growth in the forecast period with a CAGR of 9.39% through 2030. The Global Digital Mammography Market has experienced significant growth and transformation in recent years, revolutionizing the landscape of breast cancer diagnostics. Digital mammography, a state-of-the-art imaging technology, has replaced traditional film-based mammography, offering superior image quality, enhanced diagnostic accuracy, and streamlined workflow. The market's expansion is primarily driven by the rising prevalence of breast cancer worldwide, coupled with increasing awareness and early detection initiatives. Digital mammography facilitates the detection of breast abnormalities, including tumors and calcifications, with greater sensitivity and specificity, leading to improved outcomes and reduced mortality rates.

Technological advancements in digital mammography have played a pivotal role in market evolution. Innovations such as full-field digital mammography (FFDM) and digital breast tomosynthesis (DBT) have gained prominence, providing three-dimensional imaging capabilities that offer a more comprehensive and detailed view of breast tissue. This has proven particularly beneficial in overcoming the limitations of conventional two-dimensional mammography, especially in cases involving dense breast tissue. The integration of artificial intelligence (AI) and machine learning algorithms has further

augmented the diagnostic accuracy by assisting radiologists in the interpretation of mammographic images, reducing false positives and enhancing efficiency.

Key Market Drivers

Increasing Prevalence of Breast Cancer

The increasing prevalence of breast cancer has become a driving force behind the growth of the global digital mammography market. Breast cancer remains one of the most common cancers globally, affecting millions of women each year. As awareness campaigns and early detection initiatives gain momentum, the demand for advanced diagnostic technologies such as digital mammography is on the rise. Digital mammography offers several advantages over traditional film-based mammography, including improved image quality, faster image acquisition, and the ability to manipulate and store digital images efficiently. These advantages are crucial in the early detection of breast cancer, enabling healthcare professionals to identify abnormalities with greater precision. Breast cancer is 1.7 times more prevalent in women over 65 compared to those aged 45–64 and 10 times more common than in women under 45. According to an NCBI research article, breast cancer incidence increases with age, ranging from 1.5 cases per 100,000 in women aged 20–24 to 421.3 cases per 100,000 in women aged 75–79. Notably, 95% of new cases occur in women aged 40 and older. The relative survival rates for breast cancer decline with age. Consequently, the growing geriatric population is anticipated to drive market growth during the forecast period.

Key Market Challenges

High Initial Costs and Economic Constraints

The Global Digital Mammography Market, while experiencing significant growth, grapples with a formidable challenge – the high initial costs and economic constraints associated with adopting advanced digital mammography technologies. The deployment of state-of-the-art digital mammography systems requires a substantial upfront investment, posing a barrier to accessibility, particularly in resource-constrained healthcare settings.

The technology involves cutting-edge imaging systems, often accompanied by advanced software for image processing and analysis. While these innovations contribute to superior diagnostic accuracy and improved patient outcomes, they come at a considerable price. Healthcare institutions, especially those in developing regions,

often face budgetary constraints that make it challenging to allocate funds for such high-cost investments.

Key Market Trends

Rise of 3D Mammography (Digital Breast Tomosynthesis)

The rise of 3D mammography, also known as digital breast tomosynthesis (DBT), has emerged as a transformative force propelling the global digital mammography market to new heights. Digital breast tomosynthesis represents a significant advancement over traditional 2D mammography by providing a three-dimensional view of the breast tissue. This revolutionary technology allows radiologists to examine the breast in multiple thin slices, offering a more detailed and comprehensive assessment of abnormalities. As breast cancer detection and diagnosis become increasingly sophisticated, the demand for 3D mammography has surged, driven by its ability to improve the accuracy of breast cancer screenings.

One of the key factors contributing to the growth of the global digital mammography market is the enhanced diagnostic capabilities offered by 3D mammography. This technology reduces the limitations associated with overlapping breast tissue in traditional 2D mammography, leading to a reduction in false positives and false negatives. The improved accuracy translates to better-informed clinical decisions, ensuring that potential abnormalities are identified more precisely. As a result, 3D mammography is becoming the standard of care in breast cancer screening, further driving its adoption and contributing to the overall expansion of the digital mammography market.

Key Market Players

Hologic Inc

GE Healthcare

Koninklijke Philips NV

Siemens Healthcare GmbH

Fujifilm Corporation

Planmed Oy

Toshiba Medical Systems

Metaltronica S.p.A

Report Scope:

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

Digital Mammography Market, By Product:

2D Full Field Digital Mammography Tomosynthesis

3D Full Field Digital Mammography Tomosynthesis

Digital Mammography Market, By End-User:

Hospitals

Ambulatory Surgical Centers

Other End-Users

Digital Mammography Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Digital Mammography Market.

Available Customizations:

Global Digital Mammography 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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