

# Vietnam Mammography Devices Market, By Product Type (Full-Field Digital Mammography, Film-Screen Mammogram, Breast Tomosynthesis), By Technology (Digital, Analog), By End User (Hospitals & Clinics, Diagnostic Centers, Others), By Region, Competition, Forecast & Opportunities, 2019-2029F

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## Abstracts

Vietnam Mammography Devices Market was valued at USD 10.75 Million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 8.85% through 2029. The Vietnam Mammography Devices Market is characterized by its dynamic nature, reflecting the ongoing evolution of healthcare infrastructure, heightened breast cancer awareness, and advancements in medical technology. As Vietnam's economy expands and its healthcare systems undergo modernization, the demand for mammography devices for breast cancer screening and diagnosis is witnessing a notable upsurge. Recent years have seen a marked increase in breast cancer awareness campaigns and initiatives throughout Vietnam. This heightened awareness has spurred a greater emphasis on early detection and diagnosis, leading to a surge in demand for mammography devices. Healthcare facilities are prioritizing the implementation of screening programs and diagnostic services to address this pressing healthcare concern.

Also, the Vietnamese government has taken proactive steps to confront the challenges posed by breast cancer. By allocating resources to enhance healthcare infrastructure and promote preventive healthcare measures, including investments in medical equipment such as mammography devices, the government is bolstering the accessibility and quality of breast cancer screening services across the nation. For manufacturers and providers of mammography equipment, these developments present

lucrative opportunities. Increasing breast cancer awareness, coupled with government initiatives aimed at improving healthcare infrastructure, along with ongoing technological advancements, are driving factors propelling market growth. With rising incidence rates of breast cancer, the demand for mammography devices is anticipated to maintain steady growth as Vietnam continues its efforts to combat this disease. The Vietnam Mammography Devices Market offers promising prospects for industry players, fueled by a combination of factors including heightened awareness, government support, technological innovation, and the growing prevalence of breast cancer.

## Key Market Drivers

### Increasing Breast Cancer Awareness

Increasing Breast Cancer Awareness significantly impacts the growth of the Vietnam Mammography Devices market by fostering a proactive approach towards breast cancer detection and diagnosis. As awareness campaigns and educational initiatives raise public consciousness about the importance of early detection, individuals become more vigilant about their health and seek screening services. This heightened awareness creates a surge in demand for mammography devices as healthcare facilities respond to the increased need for screening and diagnostic services. As breast cancer awareness spreads, healthcare providers are prompted to invest in state-of-the-art mammography equipment to meet the rising demand for screening. Hanoi's K Hospital reported that by the end of last year, over 75% of breast cancer patients were diagnosed at an early stage. This improvement is largely due to effective awareness campaigns. The initiative engaged hundreds of participants at breast cancer prevention month launch events, generated over 100 news stories and articles, and featured 120 Facebook posts. The Bright Future Fund played a crucial role by organizing doctor consultations and patient forums, creating a dedicated breast cancer awareness section on the National Cancer Institute's website, and providing free screenings to over 6,000 women at hospitals and community centers nationwide. This translates into increased sales opportunities for manufacturers and suppliers of mammography devices in Vietnam. Increased breast cancer awareness encourages government agencies and non-profit organizations to allocate resources towards improving access to screening services, including the procurement of mammography devices. Government funding and support for breast cancer screening programs further stimulate market growth by expanding the reach of mammography services to underserved populations.

Also, as breast cancer awareness initiatives emphasize the importance of regular screening for early detection, healthcare professionals are motivated to undergo training and acquire the necessary skills to operate mammography equipment effectively. This drives demand for training programs and professional development opportunities related to mammography, creating additional revenue streams within the market. Increasing breast cancer awareness in Vietnam not only drives demand for mammography devices but also spurs investments in healthcare infrastructure and professional development initiatives. As awareness continues to grow, the Vietnam Mammography Devices market is expected to experience sustained growth in the coming years.

### Urbanization and Access to Healthcare

Urbanization and improved access to healthcare significantly drive the growth of the Vietnam Mammography Devices market by facilitating the expansion of screening services and increasing the adoption of mammography equipment in urban areas. As of 2023, urban residents comprised 38.1% of Vietnam's total population, reflecting a consistent upward trend in urbanization over recent years.

As urbanization accelerates in Vietnam, there is a concentration of healthcare facilities and resources in urban centers. This urban-centric development results in increased accessibility to healthcare services, including breast cancer screening and diagnosis, for urban residents. The proximity of healthcare facilities equipped with mammography devices encourages individuals to undergo regular screenings, driving demand for mammography services. Urbanization fosters a higher concentration of healthcare professionals, including radiologists and technicians trained in mammography procedures. This skilled workforce is essential for the effective operation and interpretation of mammography devices, thereby supporting the utilization and growth of the market. Urban areas often experience higher levels of economic development and disposable income, enabling individuals to afford out-of-pocket expenses for healthcare services, including mammography screenings. As a result, healthcare providers in urban centers are incentivized to invest in advanced mammography equipment to cater to the demand from a financially capable population. As of 2018, social health insurance covered 87% of the Vietnamese population. The government fully subsidizes premiums for certain vulnerable groups, including the poor, ethnic minorities, children under six, individuals over 80, and other socially vulnerable demographics. Additionally, partial subsidies are provided to near-poor households.

Also, the infrastructure development accompanying urbanization, such as the

construction of modern hospitals and diagnostic centers, creates opportunities for the integration of mammography devices into these facilities. The availability of state-of-the-art equipment enhances the quality of breast cancer screening services offered in urban healthcare settings, further driving demand for mammography devices. Urbanization and improved access to healthcare in Vietnam play a pivotal role in driving the growth of the Mammography Devices market by increasing the availability of screening services, fostering a skilled workforce, stimulating demand from economically empowered populations, and facilitating the integration of mammography equipment into modern healthcare facilities. As urbanization continues and healthcare accessibility improves, the demand for mammography devices is expected to escalate, contributing to the overall improvement of breast cancer care in urban areas.

### Government Initiatives and Healthcare Investments

Government Initiatives and Healthcare Investments play a pivotal role in propelling the growth of the Vietnam Mammography Devices market by catalyzing improvements in healthcare infrastructure and expanding access to breast cancer screening services. Through strategic initiatives and financial allocations, the government demonstrates a commitment to addressing the challenges posed by breast cancer and promoting preventive healthcare measures. Government initiatives aimed at combating breast cancer often include the establishment of national screening programs and campaigns to raise awareness about the importance of early detection. These initiatives create a conducive environment for the adoption of mammography devices by emphasizing the significance of regular screening in reducing breast cancer mortality rates. Government investments in healthcare infrastructure contribute to the expansion and modernization of healthcare facilities, including the procurement of mammography equipment. By allocating funds towards the purchase of state-of-the-art mammography devices, the government enhances the capacity of healthcare facilities to provide high-quality screening and diagnostic services to the population.

Also, government support extends to regulatory measures and policy frameworks designed to promote the adoption of mammography devices and ensure their safe and effective use. Regulatory standards for mammography equipment, accreditation requirements for healthcare facilities, and reimbursement policies for screening services all influence market dynamics and drive demand for mammography devices. In addition to direct investments, government-sponsored training programs and capacity-building initiatives help strengthen the skills of healthcare professionals involved in breast cancer screening and diagnosis. By providing training opportunities and technical

assistance, the government fosters a qualified workforce capable of effectively utilizing mammography devices and delivering quality care to patients. Government Initiatives and Healthcare Investments serve as key drivers of growth in the Vietnam Mammography Devices market by creating an enabling environment for the adoption of screening technologies, enhancing healthcare infrastructure, and building the capacity of healthcare professionals. As the government continues to prioritize efforts to combat breast cancer, the demand for mammography devices is expected to experience sustained growth, thereby contributing to the overall improvement of breast cancer care in Vietnam.

## Key Market Challenges

### Limited Access to Healthcare in Rural Areas

One significant challenge is the disparity in healthcare access between urban and rural areas in Vietnam. Rural regions often lack adequate healthcare infrastructure, including mammography facilities and trained professionals. This limited access to screening services inhibits the adoption of mammography devices and prevents early detection of breast cancer in rural populations. Addressing this challenge requires investment in mobile mammography units, telemedicine solutions, and healthcare outreach programs to extend screening services to underserved rural communities.

### High Costs Associated with Mammography Devices

The high cost of mammography equipment poses a barrier to market growth, particularly for smaller healthcare facilities and clinics with limited financial resources. The initial capital investment required to procure mammography devices, along with ongoing maintenance and operational expenses, can be prohibitive for many healthcare providers. Additionally, the lack of reimbursement mechanisms or insurance coverage for mammography services further exacerbates the financial burden on patients and healthcare facilities. Overcoming this challenge entails exploring financing options, promoting public-private partnerships, and advocating for insurance coverage to make mammography services more affordable and accessible.

### Shortage of Skilled Healthcare Professionals

Another challenge hindering market growth is the shortage of trained radiologists, technicians, and healthcare professionals proficient in mammography procedures. The complexity of operating and interpreting mammography devices requires specialized

training and expertise, which may be lacking in certain regions of Vietnam. The shortage of skilled personnel limits the effective utilization of mammography equipment and undermines the quality of screening and diagnostic services provided.

To address this challenge, efforts are needed to invest in training programs, professional development initiatives, and capacity-building efforts to expand the pool of qualified mammography professionals across the country.

## Key Market Trends

### Technological Advancements

The major trend shaping the future of the Vietnam Mammography Devices market is the continuous evolution of technology. Technological advancements in mammography equipment, such as digital mammography, 3D mammography (tomosynthesis), and artificial intelligence (AI)-enabled image analysis, are expected to drive market growth. These innovations improve the accuracy, efficiency, and reliability of breast cancer screening and diagnosis, enhancing the capabilities of healthcare providers and improving patient outcomes. Furthermore, the integration of telemedicine and cloud-based imaging solutions allows for remote interpretation and consultation, facilitating access to mammography services in remote and underserved areas. As technology continues to advance, the demand for advanced mammography devices is likely to increase, driving market expansion.

### Shift Towards Preventive Healthcare

The key trend driving the future growth of the Vietnam Mammography Devices market is the increasing emphasis on preventive healthcare. As awareness of breast cancer risks and the importance of early detection grows, there is a shift towards proactive health management and preventive screening measures. Healthcare providers and policymakers are investing in public health campaigns, education initiatives, and screening programs to promote breast cancer awareness and encourage regular mammography screenings among at-risk populations. This trend towards preventive healthcare is expected to drive demand for mammography devices as healthcare facilities expand screening services and invest in state-of-the-art equipment to meet the growing demand.

### Focus on Patient-Centric Care

A major trend driving the future growth of the Vietnam Mammography Devices market is

the increasing focus on patient-centric care. Healthcare providers are adopting a holistic approach to breast cancer screening and diagnosis, placing greater emphasis on patient comfort, convenience, and satisfaction. This trend is reflected in the development of patient-friendly mammography devices with features such as ergonomic design, reduced radiation exposure, and faster scan times. Additionally, there is a growing demand for personalized screening protocols tailored to individual patient needs, supported by advances in risk assessment tools and genetic testing. As healthcare providers prioritize patient-centered care, the adoption of advanced mammography devices that enhance the patient experience is expected to drive market growth.

## Segmental Insights

### Product Type Insights

Based on the category of Product Type, the Full-Field Digital Mammography segment emerged as the dominant player in the Vietnam market for Mammography Devices in 2023. Full-Field Digital Mammography (FFDM) systems deliver high-resolution images characterized by exceptional contrast and clarity, facilitating precise interpretation and diagnosis of breast abnormalities. Their superior image quality enhances the detection of subtle lesions, thereby improving diagnostic accuracy and positioning FFDM systems as the preferred choice among healthcare providers and radiologists. FFDM systems revolutionize the mammography process through digital imaging technology, eliminating the need for film processing and manual handling. This results in expedited image acquisition, reduced examination times, and enhanced workflow efficiency within healthcare settings. As healthcare facilities prioritize operational streamlining and patient throughput, the efficiency benefits offered by FFDM systems significantly elevate their appeal.

Full-Field Digital Mammography systems are often equipped with advanced features, such as computer-aided detection (CAD) software, designed to aid radiologists in image interpretation. CAD systems assist in identifying areas of concern or potential abnormalities, thereby minimizing the risk of missed diagnoses and elevating overall detection rates. Additionally, FFDM systems may offer capabilities for image archiving, retrieval, and sharing, facilitating seamless communication and collaboration among healthcare professionals. Regulatory bodies in Vietnam may prioritize the approval and adoption of Full-Field Digital Mammography systems owing to their established efficacy, safety, and performance. Furthermore, reimbursement policies and healthcare financing mechanisms may incentivize healthcare providers to invest in FFDM

technology by offering favorable reimbursement rates for digital mammography procedures. This regulatory and reimbursement support significantly bolsters the dominance of the FFDM segment in the market. These factors collectively contribute to the growth of this segment.

## Regional Insights

South Vietnam emerged as the dominant region in the Vietnam Mammography Devices market in 2023, holding the largest market share in terms of value. South Vietnam's higher population density and greater urbanization compared to other regions translate to a larger pool of potential patients in need of breast cancer screening and diagnostic services. Urban areas like Ho Chi Minh City and its surrounding metropolitan areas boast heightened healthcare awareness and better access to medical facilities, including mammography centers. Consequently, healthcare providers in South Vietnam are well-equipped to meet the rising demand for mammography devices and services, solidifying the region's market dominance.

The Vietnamese government has prioritized healthcare development initiatives in South Vietnam, channeling investments into medical infrastructure and providing regulatory support for advanced medical technologies' adoption. Government funding and incentives are often directed towards healthcare facilities in South Vietnam, facilitating the acquisition of mammography devices and the rollout of breast cancer screening programs. Moreover, favorable regulatory frameworks and reimbursement policies incentivize healthcare providers in the region to invest in top-tier mammography equipment, further reinforcing South Vietnam's market dominance. South Vietnam hosts several prominent healthcare institutions, academic medical centers, and research facilities specializing in cancer diagnosis and treatment. These institutions serve as focal points for medical innovation, research, and training, attracting skilled healthcare professionals and fostering collaborations with international partners. The presence of leading healthcare institutions enhances South Vietnam's reputation for delivering exceptional medical care and fuels demand for advanced mammography devices for research, clinical trials, and patient care.

## Key Market Players

Hologic Inc.

Analogic Corporation

Canon Medical Systems Corporation

Siemens Healthineers AG

Toshiba International Corporation

Koninklijke Philips N.V.

Metaltronica S.p.A.

### Report Scope:

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

Vietnam Mammography Devices Market, By Product Type:

Full-Field Digital Mammography

Film-Screen Mammogram

Breast Tomosynthesis

Vietnam Mammography Devices Market, By Technology:

Digital

Analog

Vietnam Mammography Devices Market, By End User:

Hospitals & Clinics

Diagnostics Centers

Others

Vietnam Mammography Devices Market, By Region:

North Vietnam

South Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Mammography Devices Market.

Available Customizations:

Vietnam Mammography Devices market report with the given market data, Tech Sci 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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