

Asia Pacific Colorectal Cancer Treatment Market Size and Forecast (2021 - 2031)

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Abstracts

The Asia Pacific Colorectal Cancer Treatment Market is projected to grow significantly, reaching approximately US\$ 6,364.4 million by 2031, up from US\$ 5,049.9 million in 2024, reflecting a compound annual growth rate (CAGR) of 3.4% from 2025 to 2031. This growth is driven by increasing colorectal cancer (CRC) incidence rates across the region, attributed to factors such as an aging population, longer life expectancy, and lifestyle changes including poor dietary habits, smoking, and reduced physical activity.

The market encompasses several key countries: China, Japan, India, South Korea, Australia, and the Rest of the Pacific. Notably, Asia Pacific accounts for over half (50.2%) of global CRC cases, with around 966,400 new diagnoses and 462,300 deaths reported in 2022. The age-standardized incidence and mortality rates stand at 15.6 and 7.1 per 100,000, respectively. East Asia, particularly China and Japan, contributes significantly to these figures, with rising rates especially among younger males in middle Human Development Index (HDI) countries.

A major challenge in the region is the inconsistency in CRC screening practices. While countries like Japan and South Korea have implemented national screening programs, many others lack comprehensive population-based approaches, leading to late-stage diagnoses that hinder treatment effectiveness. Surgical resection remains the primary treatment method, but the adoption of advanced minimally invasive techniques, such as robotic and laparoscopic surgeries, varies widely. Urban centers often have better access to these technologies, while rural areas may still rely on traditional open surgeries.

The market is also witnessing a shift towards personalized medicine, particularly in systemic therapies. Molecular profiling for biomarkers like RAS and BRAF is becoming

more prevalent, guiding targeted therapies. Immunotherapy is emerging as a vital treatment option for patients with microsatellite instability-high (MSI-H) or mismatch repair-deficient (dMMR) tumors. Current therapeutic standards in the region align with global practices, including surgery, FOLFOX/CAPOX chemotherapy, and targeted agents like bevacizumab for metastatic cases. Recent clinical research has introduced innovative treatments, such as epigenetic checkpoint combination therapy, which has shown promising results in clinical trials.

However, the high costs associated with these advanced therapies can limit access in certain countries. The introduction of new drugs, such as fruquintinib, an oral targeted therapy for previously treated metastatic CRC, represents a significant development that could influence the regional market.

The Asia Pacific Colorectal Cancer Treatment Market is segmented by treatment type, age group, and end users. In terms of treatment, the market includes Surgery, Chemotherapy, Immunotherapy, Targeted Therapy, and Others, with Surgery being the dominant segment in 2024. By age group, the market is divided into Below 49 Years, 50 - 64 Years, and Above 65 Years, with the latter segment leading in market share. Hospitals are the primary end users, reflecting the centralized nature of cancer treatment in healthcare facilities.

The advancements in targeted and immunotherapies are reshaping the landscape of CRC treatment. Immunotherapy, particularly immune checkpoint inhibitors, has revolutionized the management of metastatic CRC in patients with MSI-H or dMMR tumors. Landmark clinical trials have demonstrated significant improvements in progression-free and overall survival rates, prompting regulatory bodies to recommend these therapies as first-line treatments for specific patient subgroups.

Research is ongoing to explore the potential of immunotherapy in microsatellite stable (MSS) CRC patients, who have historically shown limited responses to traditional treatments. Innovative strategies, including combination therapies and novel immune modulators, are under investigation, with a growing number of clinical trials registered worldwide.

China is a key player in the Asia Pacific market, accounting for a substantial share of CRC cases and deaths. The country reported approximately 658,300 new cases and 275,100 deaths in 2021, representing about 26.9% of global incidence. The age-standardized incidence has been rising, while mortality rates have slightly declined due to improvements in early treatment. The Chinese Society of Clinical Oncology (CSCO)

is actively updating treatment guidelines to align with international standards, emphasizing the importance of molecular profiling and a multidisciplinary approach to CRC management.

Key players in the Asia Pacific Colorectal Cancer Treatment Market include Bayer AG, Pfizer Inc., Teva Pharmaceutical Industries Ltd., Bristol-Myers Squibb Co., Genentech Inc., Takeda Pharmaceutical Co. Ltd., Amgen Inc., Regeneron Pharmaceuticals Inc., Eli Lilly and Co., and Otsuka Holdings Co. Ltd. These companies are pursuing various strategies, including product innovation and mergers and acquisitions, to enhance their market presence.

In conclusion, the Asia Pacific Colorectal Cancer Treatment Market is poised for growth, driven by advancements in treatment modalities, increasing awareness, and a focus on personalized medicine. As the region continues to address the challenges of CRC, the future looks promising for improved patient outcomes and innovative therapeutic options.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

5. ASIA PACIFIC COLORECTAL CANCER TREATMENT MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

6. COLORECTAL CANCER TREATMENT MARKET - ASIA PACIFIC MARKET ANALYSIS

- 6.1 Asia Pacific Colorectal Cancer Treatment Market Revenue (US\$ Million), 2024 – 2031
- 6.2 Asia Pacific Colorectal Cancer Treatment Market Forecast and Analysis

7. ASIA PACIFIC COLORECTAL CANCER TREATMENT MARKET REVENUE

Asia Pacific Colorectal Cancer Treatment Market Size and Forecast (2021 - 2031)

ANALYSIS – BY TREATMENT

7.1 Surgery

7.1.1 Overview

7.1.2 Surgery: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

7.2 Chemotherapy

7.2.1 Overview

7.2.2 Chemotherapy: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

7.3 Immunotherapy

7.3.1 Overview

7.3.2 Immunotherapy: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

7.4 Targeted Therapy

7.4.1 Overview

7.4.2 Targeted Therapy: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

7.5 Others

7.5.1 Overview

7.5.2 Others: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

8. ASIA PACIFIC COLORECTAL CANCER TREATMENT MARKET REVENUE ANALYSIS – BY AGE GROUP

8.1 Below 49 Years

8.1.1 Overview

8.1.2 Below 49 Years: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

8.2 50 - 64 Years

8.2.1 Overview

8.2.2 50 - 64 Years: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

8.3 Above 65 Years

8.3.1 Overview

8.3.2 Above 65 Years: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

9. ASIA PACIFIC COLORECTAL CANCER TREATMENT MARKET REVENUE ANALYSIS – BY END USERS

9.1 Hospitals

9.1.1 Overview

9.1.2 Hospitals: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

9.2 Specialty Clinics

9.2.1 Overview

9.2.2 Specialty Clinics: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

9.3 Home Care

9.3.1 Overview

9.3.2 Home Care: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10. ASIA PACIFIC COLORECTAL CANCER TREATMENT MARKET – COUNTRY ANALYSIS

10.1 Asia Pacific

10.1.1 Asia Pacific Colorectal Cancer Treatment Market Revenue and Forecast and Analysis – by Country

10.1.1.1 Asia Pacific Colorectal Cancer Treatment Market Revenue and Forecast and Analysis – by Country

10.1.2.2 China: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10.1.2.2.1 China: Asia Pacific Colorectal Cancer Treatment Market Share – by Treatment

10.1.2.2.2 China: Asia Pacific Colorectal Cancer Treatment Market Share – by Age Group

10.1.2.2.3 China: Asia Pacific Colorectal Cancer Treatment Market Share – by End Users

10.2.3.3 Japan: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10.2.3.3.1 Japan: Asia Pacific Colorectal Cancer Treatment Market Share – by

Treatment

10.2.3.3.2 Japan: Asia Pacific Colorectal Cancer Treatment Market Share – by Age Group

10.2.3.3.3 Japan: Asia Pacific Colorectal Cancer Treatment Market Share – by End Users

10.3.4.4 India: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10.3.4.4.1 India: Asia Pacific Colorectal Cancer Treatment Market Share – by Treatment

10.3.4.4.2 India: Asia Pacific Colorectal Cancer Treatment Market Share – by Age Group

10.3.4.4.3 India: Asia Pacific Colorectal Cancer Treatment Market Share – by End Users

10.4.5.5 South Korea: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10.4.5.5.1 South Korea: Asia Pacific Colorectal Cancer Treatment Market Share – by Treatment

10.4.5.5.2 South Korea: Asia Pacific Colorectal Cancer Treatment Market Share – by Age Group

10.4.5.5.3 South Korea: Asia Pacific Colorectal Cancer Treatment Market Share – by End Users

10.5.6.6 Australia: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10.5.6.6.1 Australia: Asia Pacific Colorectal Cancer Treatment Market Share – by Treatment

10.5.6.6.2 Australia: Asia Pacific Colorectal Cancer Treatment Market Share – by Age Group

10.5.6.6.3 Australia: Asia Pacific Colorectal Cancer Treatment Market Share – by End Users

10.6.7.7 Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

10.6.7.7.1 Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market Share – by Treatment

10.6.7.7.2 Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market Share – by Age Group

10.6.7.7.3 Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market Share – by End Users

11 COMPETITIVE LANDSCAPE

- 11.1 Heat Map Analysis by Key Players
- 11.2 Company Positioning & Concentration

12 INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 New Product Development
- 12.3 Merger and Acquisition
- 12.4 Other Strategic Developments

13 COMPANY PROFILES

- 13.1 Bayer AG
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Pfizer Inc
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Teva Pharmaceutical Industries Ltd
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Bristol-Myers Squibb Co
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview

- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments
- 13.5 Genentech Inc
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Takeda Pharmaceutical Co Ltd
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Amgen Inc
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Regeneron Pharmaceuticals Inc
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Eli Lilly and Co
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 Otsuka Holdings Co Ltd
 - 13.10.1 Key Facts

- 13.10.2 Business Description
- 13.10.3 Products and Services
- 13.10.4 Financial Overview
- 13.10.5 SWOT Analysis
- 13.10.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Asia Pacific Colorectal Cancer Treatment Market Segmentation

Table 3. Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Table 4. Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 5. Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 6. Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 7. Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Country

Table 8. China: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 9. China: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 10. China: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 11. Japan: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 12. Japan: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 13. Japan: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 14. India: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 15. India: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 16. India: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 17. South Korea: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 18. South Korea: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 19. South Korea: Asia Pacific Colorectal Cancer Treatment Market – Revenue

and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 20. Australia: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 21. Australia: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 22. Australia: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 23. Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Treatment

Table 24. Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Age Group

Table 25. Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by End Users

Table 26. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. Asia Pacific Colorectal Cancer Treatment Market Segmentation – Country

Figure 4. Asia Pacific Colorectal Cancer Treatment Market – Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Asia Pacific Colorectal Cancer Treatment Market Revenue (US\$ Million), 2024 – 2031

Figure 7. Asia Pacific Colorectal Cancer Treatment Market Share (%) – by Treatment, 2024 and 2031

Figure 8. Surgery: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 9. Chemotherapy: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 10. Immunotherapy: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 11. Targeted Therapy: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 12. Others: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 13. Asia Pacific Colorectal Cancer Treatment Market Share (%) – by Age Group, 2024 and 2031

Figure 14. Below 49 Years: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 15. 50 - 64 Years: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 16. Above 65 Years: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 17. Asia Pacific Colorectal Cancer Treatment Market Share (%) – by End Users, 2024 and 2031

Figure 18. Hospitals: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 19. Specialty Clinics: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 20. Home Care: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 21. Others: Asia Pacific Colorectal Cancer Treatment Market – Revenue and

Forecast, 2021 – 2031 (US\$ Million)

Figure 22. Asia Pacific Colorectal Cancer Treatment Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 23. China: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 24. Japan: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 25. India: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 26. South Korea: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 27. Australia: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 28. Rest of APAC: Asia Pacific Colorectal Cancer Treatment Market – Revenue and Forecast, 2021 – 2031 (US\$ Million)

Figure 29. Company Positioning & Concentration

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