

**Breast Cancer Therapeutics Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Drug Therapy [Targeted Drug Therapy (Abemaciclib, Ado-Trastuzumab Emtansine, Palbociclib, Trastuzumab, and Other Target Drug Therapies), Hormonal Drug Therapy (Selective Estrogen Receptor Modulators, Aromatase Inhibitors, and Selective Estrogen Receptor Downregulators), Chemotherapy, and Immunotherapy/Biological Therapy], Breast Cancer Type (Hormone Receptor, HER2+, and Triple-Negative Breast Cancer), Distribution Channel (Hospital Pharmacies, Drug Stores and Retail Pharmacies, and Online Pharmacies), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)**

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## **Abstracts**

Breast Cancer Therapeutics Market Size and Forecast (2020–2030), Global and Regional Share, Trends, and Growth Opportunity Analysis

Coverage: Drug Therapy [Targeted Drug Therapy (Abemaciclib, Ado-Trastuzumab

Emtansine, Palbociclib, Trastuzumab, and Other Target Drug Therapies), Hormonal Drug Therapy (Selective Estrogen Receptor Modulators, Aromatase Inhibitors, and Selective Estrogen Receptor Downregulators), Chemotherapy, and Immunotherapy/Biological Therapy], Breast Cancer Type (Hormone Receptor, HER2+, and Triple-Negative Breast Cancer), Distribution Channel (Hospital Pharmacies, Drug Stores and Retail Pharmacies, and Online Pharmacies), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

The breast cancer therapeutics market size is expected to grow from US\$ 31,073.52 million in 2022 to US\$ 63,967.05 million by 2030; it is estimated to record a CAGR of 9.4% during 2022 to 2030.

Breast cancer is when the breast's cells proliferate out of control. Breast cancer comes in several forms. Which breast cells develop into cancer determines the type of breast cancer. The ducts or lobules are where most breast cancers start. Blood and lymph vessels are two ways breast cancer can travel outside the breast. Its treatment depends on the stage of cancer. It may consist of chemotherapy, radiation, hormone therapy and surgery. The breast cancer therapeutics market growth is attributed to the growing burden of breast cancer and launch of several diagnostics and screening programs.

Personalized medicine involves tailoring treatment plans to individual patients on the basis of their genetic makeup, among other factors. This approach allows for highly targeted and effective treatments, as it considers the unique characteristics of each patient's cancer. Advancements in genomics and molecular diagnostics have made personalized medicine a viable option in breast cancer treatment. Healthcare providers can identify specific genetic mutations or biomarkers driving the cancer's growth by analyzing a patient's tumor at a molecular level. This information can then be used to select the most appropriate treatment options, such as targeted therapies or immunotherapies, that are likely to be the most effective for that particular patient. The use of personalized medicine in breast cancer therapeutics has the potential to significantly improve patient outcomes. For instance, in February 2022, NIH researchers developed a personalized breast cancer therapy approach, an experimental form of immunotherapy that uses a patient's tumor-fighting immune cells to treat those with metastatic breast cancer, advancing personalized medicine.

By providing tailored treatments to individual patients, healthcare providers can increase the likelihood of successful outcomes and reduce the risk of unnecessary side effects. In addition to improving patient outcomes, personalized medicine also offers economic benefits. By selecting treatments that are more likely to be effective, healthcare

providers can reduce healthcare costs associated with ineffective treatments and avoid unnecessary expenses. As advancements in genomics and molecular diagnostics progress, personalized medicine is likely to become increasingly accessible and integrated into standard treatment protocols in the coming years. Therefore, the increasing use of personalized medicine is anticipated to bring new growth trends in the breast cancer therapeutics market.

### Distribution Channel -Based Insights

Based on distribution channel, the breast cancer therapeutics market is segmented into hospital pharmacies, drug stores and retail pharmacies, and online pharmacies. The hospital pharmacies segment held the largest market share in 2022. The hospital pharmacy plays a crucial role in the management of breast cancer therapeutics. They are responsible for compounding and dispensing, monitoring drug safety, medication management, educating patients, and other factors. Breast cancer is one of the most widespread cancers worldwide, and the demand for effective therapeutics is steadily increasing. Hospital pharmacies are responsible for procuring, storing, and dispensing chemotherapy medications and other treatments related to breast cancer to ensure that patients receive the right treatment in time. These pharmacies are also in authority to manage the inventory and storage of these drugs, ensuring that they are stored and handled in accordance with strict regulations. Their collaborative efforts with oncologists and healthcare teams ensure that breast cancer patients receive optimal, personalized therapeutics and comprehensive care throughout their treatment journey. Hospital pharmacies remain instrumental in delivering timely and effective breast cancer treatments, significantly impacting patients' outcomes in battling the disease.

However, the online pharmacies segment is anticipated to register the highest CAGR during 2022–2030. Online pharmacies offer a wide array of breast cancer medications ranging from chemotherapy drugs to supportive therapies, often with home delivery services. Ensuring prescription verification and maintaining regulatory compliance, online pharmacies play a vital role in upholding the integrity of the healthcare system. They also provide convenience for patients who prefer discrete shopping or have limited mobility due to treatment. They also enable patients to compare prices and access a broader selection of breast cancer therapeutics. With services such as home delivery and patient support, online pharmacies continue to evolve, transforming the breast cancer treatment experience and breaking down geographical barriers for patients worldwide. In addition, an increasing number of patients have shifted to these pharmacies to acquire therapeutics due to their greater ease in terms of usage, which is fueling the growth of the segment.

Europe is the second leading region in the market. Breast cancer is a common type of cancer in the UK. As per the National Health Service (NHS), about one in seven women are diagnosed with breast cancer during their lifespan in Great Britain data. Each year, ~55,000 women are diagnosed with breast cancer.

Greater demand from the medical industry to treat breast cancer patients with novel therapeutics has led to greater investment in R&D, fueling the growth of the market. Companies invest in research and development to stay competitive and provide customers with cutting-edge and innovative products. In October 2021, Trodelvy, a new antibody treatment, was authorized to treat an aggressive form of cancer called 'triple-negative breast cancer' in the country. In November 2021, Sanofi invested US\$ 180 million and entered into a new strategic collaboration with Owkin, a French-American AI start-up engaged in the discovery and development programs of four types of cancer, with a total payment of US\$ 90 million. The collaboration supported Sanofi's developing oncology portfolio in core areas such as breast cancer, lung cancer, and multiple myeloma to enhance clinical trial design and detect predictive biomarkers for diseases and treatment results.

The Italian government and national health institutes have launched several initiatives for the early detection and treatment of breast cancer. These programs include free mammograms for women aged 50–69 and a nationwide breast cancer screening program. In addition, as per the information provided by EURACTIV, the country has witnessed a strong rise in the number of specialized Breast Units, from 84 in 2012 to 173 in 2020. The country's growing number of breast units helps healthcare professionals offer treatment to patients with breast cancer. Thus, the abovementioned factors support the market growth in the region.

The American Cancer Society, World Health Organization (WHO), National Institutes of Health, and US FDA are among the primary and secondary sources referred to while preparing the breast cancer therapeutics market report.

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