

Middle East & Africa Colorectal Cancer Diagnostics Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Modality [Imaging Tests (Colonoscopy, CT Colonography, Flexible Sigmoidoscopy, Capsule Endoscopy, and Others) and Stool-Based Tests (Faecal Immunochemical Test (FIT), Guaiac-Based Faecal Occult Blood Test, and Stool DNA Test)] and End User (Hospitals, Diagnostic Laboratories, Cancer Research Institute, and Others)

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Abstracts

The Middle East & Africa colorectal cancer diagnostics market was valued at US\$ 535.53 million in 2023 and is expected to reach US\$ 724.56 million by 2028. It is estimated to register a CAGR of 6.2% from 2023 to 2028.

Use of Artificial Intelligence in Colonoscopy to Drive Middle East & Africa Colorectal Cancer Diagnostics Market in Coming Years

The early detection of colorectal cancer (CRC) in gastroenterology offers patients the best opportunity for disease-free and overall survival. However, colonoscopy results show significant variations in lesion detection. The adenoma detection rate (ADR) is the gold standard for evaluating the quality of colonoscopy performed by endoscopists for colorectal cancer screening.

The use of AI technology in diagnosing and treating several types of cancer, especially colorectal cancer, is now gaining substantial attention. Various AI-supporting systems are available for personalized and novel strategies for managing colorectal cancer. In

endoscopy, AI broadly relates to a computer vision technology, allowing computers to “see” and interpret visual content. Through machine learning processes and deep learning, AI systems can be trained to recognize “normal” characteristics by linking gold standards to suitable images. Using computer vision for lesion detection will be the first application of AI in gastroenterology. It would help improve the quality of endoscopy practices in finding and recognizing polyps on colonoscopy.

Although AI in colonoscopy is a new field with an extended scope, it can potentially improve the quality of endoscopic examinations and patient care. It can also transform the process of managing performance and quality betterment in colonoscopy, alongside improving several key performance measures. Medtronic has launched its AI-powered GI Genius module for colonoscopy in India. This transformative solution that leans on deep learning algorithms and real-time data empowers physicians to detect and treat colorectal cancer by offering enhanced visualization during colonoscopy. AI applications such as the GI Genius can lead to an improved ADR, facilitating the earlier detection of colorectal cancer, better clinical management of lesions, and detailed characterization of tissues. Thus, the adoption of AI for colorectal cancer imaging tests is likely to bring new trends in the Middle East & Africa colorectal cancer diagnostics market in the coming years.

Middle East & Africa Colorectal Cancer Diagnostics Market Overview

The Middle East & Africa colorectal cancer diagnostics market is segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. According to the Journal of HealthCare Sciences (JOHS), colorectal cancer is the second most common cancer in Saudi Arabia, with estimated prevalence rates of 9.9% and 6.4% in males and females, respectively. Notably, most reported CRC cases in Saudi Arabia are diagnosed during clinical investigations rather than screening programs. Colorectal cancer occurs at a younger age in Saudis, particularly in women, which has significant implications for decisions about the threshold age for screening. According to Frontiers Oncology, in 2021, over 85% of the Saudi population was less than 50 years old, with a rising risk of early-onset colorectal cancer. In Saudi Arabia, there is no early screening for colorectal cancer (CRC), which leads to delayed detection and increased late-stage diagnosis. Hence, low public awareness about CRC screening, low medical adherence to the recommendation for CRC screening, and the lack of a national guideline for CRC are among the major factors affecting the decisions regarding CRC screening. Further, increasing obesity rate is the primary factor for the growing cases of CRC in the country. According to a study, “Colorectal Cancer in Saudi Arabia,” published by the National Library of Medicine, the increasing incidence rate of CRC in Saudi Arabia is attributed to

the increasing adoption of a sedentary lifestyle with less physical activity and high obesity rates. Therefore, owing to the abovementioned factors, the Middle East & Africa colorectal cancer diagnostics market would grow gradually in the country during the forecast period.

Middle East & Africa Colorectal Cancer Diagnostics Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Colorectal Cancer Diagnostics Market Segmentation

The Middle East & Africa colorectal cancer diagnostics market is segmented into modality, end user, and country.

Based on modality, the Middle East & Africa colorectal cancer diagnostics market is bifurcated into imaging tests and stool-based tests. In 2023, the imaging tests segment held a larger share of the Middle East & Africa colorectal cancer diagnostics market. The market for the imaging tests segment is further segmented into colonoscopy, CT colonography, flexible sigmoidoscopy, capsule endoscopy, and others. The market for the stool based tests segment is subsegmented into faecal immunochemical test (fit), guaiac-based faecal occult blood test (gFOBT), and stool DNA test.

Based on end user, the Middle East & Africa colorectal cancer diagnostics market is segmented into hospitals, diagnostic laboratories, cancer research institutes, and others. In 2023, the hospitals segment held the largest share of the Middle East & Africa colorectal cancer diagnostics market.

Based on country, the Middle East & Africa colorectal cancer diagnostics market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. In 2023, Saudi Arabia accounted for the largest share of the Middle East & Africa colorectal cancer diagnostics market.

Medtronic Plc, Illumina Inc, F. Hoffmann-La Roche Ltd, Quest Diagnostics Inc, Siemens Healthineers AG, and Bruker Corp. are the leading companies operating in the Middle East & Africa colorectal cancer diagnostics market.

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