

# Breast Cancer Market Report: 2013 Edition

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## Abstracts

Riding on the back of evolving technological environment, the global healthcare and pharmaceutical industry is now surmounting new acmes. The growth of the respective sector is further filliped by the increasing number of health related issues surfacing on account of changing lifestyle and incessantly evolving surroundings. To cater to the necessity of better healthcare options and the unmet needs within the some of the underlying segments, related companies are coming up with novel and improved diagnostic technologies and treatment therapies, especially in the field of breast cancer treatment.

'Cancer' is the result of any mutation or abnormal changes in the genes which are responsible for regulating the growth of cells and keeping them healthy. The tumor formed due to cancer can be either 'benign' (not dangerous) or 'malignant' (potentially dangerous). 'Breast cancer' is a malignant tumor that has developed from cells in the breast. Typically breast cancer either begins in the cells of the lobules (milk-producing glands), or the ducts (the passages that drain milk from the lobules to the nipple).

The stages of breast cancer are crucial as they only determine the type of treatment method and the extent to which the disease can be cured. On the diagnosis front, mammography is believed to diagnose 85% to 90% of breast cancers in women over 50, and is capable of discovering a lesion one to four years before a lump can be felt. In case of patients with dense breast tissue, breast implants or patients who are breastfeeding, mammography cannot produce clear images; therefore, in such cases, ultrasound or MRI is recommended. Biopsy is used for the diagnosis of breast cancer once a lesion is detected in screening. For treatment of breast cancer, the first method to be used is surgical, followed by hormone therapy, chemo therapy or radiation therapy.

After lung cancer, breast cancer is the 2nd most prevalent type of cancer and 5th most common cause of cancer deaths on global scale. Over one million new cases of breast cancer are diagnosed every year world over.

The present report offers a comprehensive analysis of the global breast cancer diagnosis and treatment market with focus on regions like the US, India and Brazil including the revenue build of two major drugs in the coming years. Furthermore, market dynamics such as the industry trends and development, the underlying growth drivers and major issues faced by the industry are elicited. On the contention front, the market is personified by the intense competition in terms of research and development of novel therapeutic molecules, diagnostics technology application and pricing of the product. The leading players operating in the industry include Hologic, J&J and Siemens AG which are also profiled in this report.

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