

Breast Cancer Market– An Analysis

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Abstracts

Breast cancer is the second most common type of cancer after lung cancer worldwide and the fifth most common cause of cancer death. It is found more in women as compared to men. Worldwide more than one million new cases of breast cancer are found every year. New breast cancer cases are mostly found in North America.

Breast cancer is usually found in women over the age of 40 years. Breast cancer cases have risen about 30% in the past 25 years in western countries like the US and Europe. Breast cancer market is comprised of two segments - diagnostic and therapy. The key drivers of breast cancer market are aging population, obesity and family history among others.

The stages of breast cancer are of critical importance and decide the treatment method and the extent to which it can be cured. Mammography is believed to find 85% to 90% of breast cancers in women over 50, and can discover 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 and 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, surgery is used first and then drugs or radiation therapy or both are used.

The major players of breast cancer market are strengthening their networks through international alliances, agreements, strategic acquisitions, exploring new markets and R&D initiatives that will help in more effective diagnosis and treatment of breast cancer.

This report provides an overview of the breast cancer, its types and stages, and incidence rates. The markets for diagnosis and treatment of breast cancer have been analyzed. Markets for diagnosis and treatment like, mammography, biopsy, chemotherapy, radiotherapy and drugs have also been discussed. The report also

analyzes the drivers, issues and trends in the breast care market. The major players in the market are profiled along with their key business strategies.

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