

Global Breast Cancer Market Report: 2015 Edition

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Abstracts

Breast cancer is the most frequently diagnosed cancer and the leading cause of cancer death in women. Breast cancer knows no boundaries be it age, gender, socioeconomic status or geographic location. The most common risk factors for breast cancer are being female and growing older.

In the past few years, the cases of breast cancer have increased tremendously in regions like the US and the Europe. The breast cancer market is driven by various factors like aging female population, obesity and diabetes, dense breast tissues, healthcare expenditure, exposure to X-Ray and Gamma Radiations, Estrogen-Progestin Therapy (EPT) and increased consumption of alcohol and tobacco. A major trend which will probably remain eternally in the breast cancer treatment industry is the fact that novel and innovative technologies and pharmaceutical molecules are always under development. Challenges associated with breast cancer are like, financial burdens associated with the treatment and adverse effects of Aromatase Inhibitors (AI) on patients.

The market for breast cancer drugs represents an area of potential opportunity in both developed and developing countries. Due to effectiveness and advancements in technology, a large number of companies are focusing to develop innovative breast cancer drugs. Further, the companies are forming alliances and agreements to develop effective treatment methods for breast cancer.

The present report provides a comprehensive analysis of the global breast cancer diagnosis and treatment market with focus on regions like the US, Brazil, Europe and APAC Countries. 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. The leading players

operating in the industry include Hologic, Johnson and Johnson, Siemens AG, Roche and Novartis which are also profiled in this report.

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