

# **Cancer Supportive Care Market Size, Trends, Analysis, and Outlook By Therapeutic Area (Chemotherapy-Induced Anemia, Chemotherapy-Induced Neutropenia, Cancer Pain, Cinv, Others), By Distribution Channel (Hospitals Pharmacies, Drug Stores and Retail Pharmacies, Online Providers), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Cancer Supportive Care market size is poised to register 4.85% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Cancer Supportive Care market By Therapeutic Area (Chemotherapy-Induced Anemia, Chemotherapy-Induced Neutropenia, Cancer Pain, Cinv, Others), By Distribution Channel (Hospitals Pharmacies, Drug Stores and Retail Pharmacies, Online Providers).

The future of cancer supportive care is characterized by advancements in symptom management, psychosocial support, and survivorship care to improve quality of life and overall well-being in cancer patients and survivors. Key trends include the development of integrative oncology programs that combine conventional medical treatments with complementary therapies such as acupuncture, massage therapy, and mind-body interventions to alleviate treatment-related side effects, reduce stress, and enhance symptom control. Additionally, the integration of palliative care services early in the cancer care continuum provides holistic support for patients and their families, addressing physical, emotional, and spiritual needs throughout the cancer journey. Moreover, the utilization of digital health platforms, mobile applications, and telemedicine services facilitates remote symptom monitoring, self-management education, and virtual support groups, enhancing accessibility and convenience for

patients receiving cancer treatment. Furthermore, the implementation of survivorship care plans, survivorship clinics, and survivorship-focused research initiatives supports long-term survivorship needs, including surveillance for late effects, health promotion, and psychosocial adjustment, promoting optimal health and quality of life for cancer survivors beyond the completion of treatment..

## Cancer Supportive Care Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Cancer Supportive Care market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Cancer Supportive Care survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Cancer Supportive Care industry.

## Key market trends defining the global Cancer Supportive Care demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Cancer Supportive Care Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Cancer Supportive Care industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Cancer Supportive Care companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Cancer Supportive Care industry

Leading Cancer Supportive Care companies are boosting investments to capitalize on

untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Cancer Supportive Care companies.

### Cancer Supportive Care Market Study- Strategic Analysis Review

The Cancer Supportive Care market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Cancer Supportive Care Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Cancer Supportive Care industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Cancer Supportive Care Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

## North America Cancer Supportive Care Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Cancer Supportive Care market segments. Similarly, Strong end-user demand is encouraging Canadian Cancer Supportive Care companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Cancer Supportive Care market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Cancer Supportive Care Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Cancer Supportive Care industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Cancer Supportive Care market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

## Asia Pacific Cancer Supportive Care Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Cancer Supportive Care in Asia Pacific. In particular, China, India, and South East Asian Cancer Supportive Care markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes

in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Cancer Supportive Care Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Cancer Supportive Care Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Cancer Supportive Care market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Cancer Supportive Care.

Cancer Supportive Care Market Company Profiles

The global Cancer Supportive Care market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Eli Lilly and Co., F. Hoffmann La Roche Ltd, GlaxoSmithKline Plc, Helsinn Healthcare SA, Heron Therapeutics Inc, Johnson and Johnson, Kyowa Kirin Co. Ltd, Merck and Co. Inc, Novartis AG, Pfizer Inc, Purdue Pharma LP, Relief Therapeutics Holding SA, Sanofi SA, Sun Pharmaceutical Industries Ltd, Teva Pharmaceutical Industries Ltd.

Recent Cancer Supportive Care Market Developments

The global Cancer Supportive Care market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Cancer Supportive Care Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Eli Lilly and Co.

F. Hoffmann La Roche Ltd

GlaxoSmithKline Plc

Helsinn Healthcare SA

Heron Therapeutics Inc

Johnson and Johnson

Kyowa Kirin Co. Ltd

Merck and Co. Inc

Novartis AG

Pfizer Inc

Purdue Pharma LP

Relief Therapeutics Holding SA



Sanofi SA

Sun Pharmaceutical Industries Ltd

Teva Pharmaceutical Industries Ltd

Formats Available: Excel, PDF, and PPT

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Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

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Orthopedic and Musculoskeletal

Pain Management

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Hospitals

Surgical Centers and Diagnostic Centers

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Ambulatory Care Centers

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- Johnson and Johnson
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- Merck and Co. Inc
- Novartis AG
- Pfizer Inc
- Purdue Pharma LP

Relief Therapeutics Holding SA  
Sanofi SA  
Sun Pharmaceutical Industries Ltd  
Teva Pharmaceutical Industries Ltd

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