

HER 2 Positive Breast Cancer Market Size, Trends, Analysis, and Outlook By Treatment (Chemotherapy, Targeted Therapy Immunotherapy, Others), By Route of Administration (Oral, Parenteral, Others), By End-User (Hospitals, Homecare, Specialty Clinics, Others), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global HER 2 Positive Breast Cancer market size is poised to register 9.02% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global HER 2 Positive Breast Cancer market By Treatment (Chemotherapy, Targeted Therapy Immunotherapy, Others), By Route of Administration (Oral, Parenteral, Others), By End-User (Hospitals, Homecare, Specialty Clinics, Others).

The future of HER2-positive breast cancer treatment is driven by advancements in targeted therapy, immunotherapy, and precision medicine approaches aimed at improving outcomes and reducing treatment-related toxicities in patients with HER2-amplified tumors. Key trends include the development of next-generation HER2-targeted agents with enhanced efficacy, reduced cardiotoxicity, and novel mechanisms of action, such as antibody-drug conjugates (ADCs), tyrosine kinase inhibitors (TKIs), and immune checkpoint inhibitors, which aim to overcome resistance mechanisms and improve response rates in HER2-positive breast cancer. Additionally, the exploration of combination therapies combining HER2 inhibitors with chemotherapy, endocrine therapy, or immunotherapy aims to maximize antitumor efficacy and delay disease progression in patients with advanced HER2-positive disease. Moreover, efforts to optimize treatment sequencing, identify predictive biomarkers of response, and

develop strategies to mitigate treatment-related toxicities are essential for personalized treatment approaches and improving long-term outcomes in HER2-positive breast cancer..

HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer industry.

Key market trends defining the global HER 2 Positive Breast Cancer 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.

HER 2 Positive Breast Cancer Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the HER 2 Positive Breast Cancer industry

Leading HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer companies.

HER 2 Positive Breast Cancer Market Study- Strategic Analysis Review

The HER 2 Positive Breast Cancer 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.

HER 2 Positive Breast Cancer Market Size Outlook- Historic and Forecast Revenue in Three Cases

The HER 2 Positive Breast Cancer 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.

HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer market segments. Similarly, Strong end-user demand is encouraging Canadian HER 2 Positive Breast Cancer companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico HER 2 Positive Breast Cancer market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe HER 2 Positive Breast Cancer Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer in Asia Pacific. In particular, China, India, and South East Asian HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer 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 HER 2 Positive Breast Cancer market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for HER 2 Positive Breast Cancer.

HER 2 Positive Breast Cancer Market Company Profiles

The global HER 2 Positive Breast Cancer 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 AstraZeneca Plc, Baxter International Inc, Bayer AG, Eli Lilly and Co., F. Hoffmann-La Roche Ltd, Fresenius Kabi AG, GlaxoSmithKline Plc, Merck & Co. Inc, Mylan N.V., Novartis AG, Pfizer Inc, Takeda Pharmaceutical Co. Ltd, Teva Pharmaceuticals Industries Ltd.

Recent HER 2 Positive Breast Cancer Market Developments

The global HER 2 Positive Breast Cancer market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

HER 2 Positive Breast Cancer 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

AstraZeneca Plc

Baxter International Inc

Bayer AG

Eli Lilly and Co.

F. Hoffmann-La Roche Ltd

Fresenius Kabi AG

GlaxoSmithKline Plc

Merck & Co. Inc

Mylan N.V.

Novartis AG

Pfizer Inc

Takeda Pharmaceutical Co. Ltd

Teva Pharmaceuticals Industries Ltd

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 HER 2 Positive Breast Cancer Market Overview and Key Findings, 2024
- 1.2 HER 2 Positive Breast Cancer Market Size and Growth Outlook, 2021- 2030
- 1.3 HER 2 Positive Breast Cancer Market Growth Opportunities to 2030
- 1.4 Key HER 2 Positive Breast Cancer Market Trends and Challenges
 - 1.4.1 HER 2 Positive Breast Cancer Market Drivers and Trends
 - 1.4.2 HER 2 Positive Breast Cancer Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading HER 2 Positive Breast Cancer Companies

2. HER 2 POSITIVE BREAST CANCER MARKET SIZE OUTLOOK TO 2030

- 2.1 HER 2 Positive Breast Cancer Market Size Outlook, USD Million, 2021- 2030
- 2.2 HER 2 Positive Breast Cancer Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. HER 2 POSITIVE BREAST CANCER MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. HER 2 POSITIVE BREAST CANCER MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - 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

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific HER 2 Positive Breast Cancer Market, 2025

5.2 Asia Pacific HER 2 Positive Breast Cancer Market Size Outlook by Type, 2021-2030

5.3 Asia Pacific HER 2 Positive Breast Cancer Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe HER 2 Positive Breast Cancer Market, 2025

5.5 Europe HER 2 Positive Breast Cancer Market Size Outlook by Type, 2021- 2030

5.6 Europe HER 2 Positive Breast Cancer Market Size Outlook by Application, 2021-2030

5.7 Key Findings for North America HER 2 Positive Breast Cancer Market, 2025

5.8 North America HER 2 Positive Breast Cancer Market Size Outlook by Type, 2021-

2030

5.9 North America HER 2 Positive Breast Cancer Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America HER 2 Positive Breast Cancer Market, 2025

5.11 South America Pacific HER 2 Positive Breast Cancer Market Size Outlook by Type, 2021- 2030

5.12 South America HER 2 Positive Breast Cancer Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa HER 2 Positive Breast Cancer Market, 2025

5.14 Middle East Africa HER 2 Positive Breast Cancer Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa HER 2 Positive Breast Cancer Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US HER 2 Positive Breast Cancer Market Size Outlook and Revenue Growth Forecasts

6.2 US HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China HER 2 Positive Breast Cancer Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

- 6.22 India HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East HER 2 Positive Breast Cancer Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa HER 2 Positive Breast Cancer Industry Drivers and Opportunities

7. HER 2 POSITIVE BREAST CANCER MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. HER 2 POSITIVE BREAST CANCER COMPANY PROFILES

- 8.1 Profiles of Leading HER 2 Positive Breast Cancer Companies in the Market
 - 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
 - 8.3 Financial Performance and Key Metrics
- AstraZeneca Plc
Baxter International Inc
Bayer AG
Eli Lilly and Co.

F. Hoffmann-La Roche Ltd
Fresenius Kabi AG
GlaxoSmithKline Plc
Merck & Co. Inc
Mylan N.V.
Novartis AG
Pfizer Inc
Takeda Pharmaceutical Co. Ltd
Teva Pharmaceuticals Industries Ltd

9. APPENDIX

9.1 Scope of the Report
9.2 Research Methodology and Data Sources
9.3 Glossary of Terms
9.4 Market Definitions
9.5 Contact Information

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