

Liquid Biopsy Market Size, Trends, Analysis, and Outlook By Products and Services (Assay Kits, Instruments, Services), By Circulating Biomarkers (Circulating Tumor Cells, Circulating Tumor DNA (ctDNA), Cell-free DNA (cfDNA), Extracellular Vesicles (EVS), Others), By Application (Cancer Application, Non-cancer Applications), By Technology (Multi-gene Parallel Analysis using NGS, Single-gene Analysis using PCR Microarrays), By Clinical Application (Early Cancer Screening, Therapy Selection, Treatment Monitoring, Recurrence Monitoring), By End-User (Reference Laboratories, Hospitals and Physician Laboratories, Academic & Research Centers, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

The global Liquid Biopsy market size is poised to register 13% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Liquid Biopsy market across By Products and Services (Assay Kits, Instruments, Services), By Circulating Biomarkers (Circulating Tumor Cells, Circulating Tumor DNA (ctDNA), Cell-free DNA (cfDNA), Extracellular Vesicles (EVS), Others), By Application (Cancer Application, Non-cancer Applications), By Technology (Multi-gene Parallel Analysis using NGS, Single-gene Analysis using PCR Microarrays), By Clinical Application (Early Cancer Screening, Therapy Selection,

Treatment Monitoring, Recurrence Monitoring), By End-User (Reference Laboratories, Hospitals and Physician Laboratories, Academic & Research Centers, Others)

The liquid biopsy market is characterized by the increasing adoption of non-invasive cancer diagnostic methods, advancements in circulating tumor DNA (ctDNA) and circulating tumor cells (CTCs) analysis, and the growing emphasis on personalized medicine and early cancer detection. By 2030, the market is poised to witness steady growth, driven by expansions in cancer screening, treatment monitoring, and therapy selection. Further, expanding applications in solid tumors, hematologic malignancies, and metastatic cancer are expected to drive market expansion, enabling oncologists, pathologists, and diagnostic companies to analyze tumor biomarkers and genetic mutations through liquid biopsy tests that offer sensitivity, specificity, and actionable insights for precision oncology and patient care in the liquid biopsy market and cancer diagnostics field.

Liquid Biopsy 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 Liquid Biopsy market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Liquid Biopsy 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 Liquid Biopsy industry.

Key market trends defining the global Liquid Biopsy 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.

Liquid Biopsy Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Liquid Biopsy 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 Liquid Biopsy companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Liquid Biopsy industry

Leading Liquid Biopsy 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 Liquid Biopsy companies.

Liquid Biopsy Market Study- Strategic Analysis Review

The Liquid Biopsy 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.

Liquid Biopsy Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Liquid Biopsy 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

Liquid Biopsy Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

North America Liquid Biopsy 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 healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Liquid Biopsy market segments. Similarly, Strong market demand is encouraging Canadian Liquid Biopsy companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Liquid Biopsy market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Liquid Biopsy Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Liquid Biopsy 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 vendors in identifying and leveraging new growth prospects positions the European Liquid Biopsy 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 Liquid Biopsy 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 Liquid Biopsy in Asia Pacific. In particular, China, India, and South East Asian Liquid Biopsy markets present

a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

Latin America Liquid Biopsy 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 Liquid Biopsy 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 Liquid Biopsy market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Liquid Biopsy.

Liquid Biopsy Market Company Profiles

The global Liquid Biopsy 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 Biocept Inc, Bio-Rad Laboratories Inc, Exact Sciences Corp, F. Hoffmann-La Roche Ltd, Guardant Health Inc, Illumina Inc, MDxHealth, Myriad Genetics Inc, QIAGEN N.V., Sysmex Inostics, Thermo Fisher Scientific Inc.

Recent Liquid Biopsy Market Developments

The global Liquid Biopsy market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals,

and other updates in the industry.

Liquid Biopsy Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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 Products and Services

Assay Kits

Instruments

Services

By Circulating Biomarkers

Circulating Tumor Cells

Circulating Tumor DNA (ctDNA)

Cell-free DNA (cfDNA)

Extracellular Vesicles (EVS)

Others

By Application

Cancer Application

Non-cancer Applications

By Technology

Multi-gene Parallel Analysis using NGS

Single-gene Analysis using PCR Microarrays

By Clinical Application

Early Cancer Screening

Therapy Selection

Treatment Monitoring

Recurrence Monitoring

By End-User

Reference Laboratories

Hospitals and Physician Laboratories

Academic & Research Centers

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Biocept Inc

Bio-Rad Laboratories Inc

Exact Sciences Corp

F. Hoffmann-La Roche Ltd

Guardant Health Inc

Illumina Inc

MDxHealth

Myriad Genetics Inc

QIAGEN N.V.

Sysmex Inostics

Thermo Fisher Scientific Inc

Formats Available: Excel, PDF, and PPT

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 - Instruments
 - Services

By Circulating Biomarkers

Circulating Tumor Cells

Circulating Tumor DNA (ctDNA)

Cell-free DNA (cfDNA)

Extracellular Vesicles (EVS)

Others

By Application

Cancer Application

Non-cancer Applications

By Technology

Multi-gene Parallel Analysis using NGS

Single-gene Analysis using PCR Microarrays

By Clinical Application

Early Cancer Screening

Therapy Selection

Treatment Monitoring

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By End-User

Reference Laboratories

Hospitals and Physician Laboratories

Academic & Research Centers

Others

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Bio-Rad Laboratories Inc

Exact Sciences Corp

F. Hoffmann-La Roche Ltd

Guardant Health Inc

Illumina Inc

MDxHealth

Myriad Genetics Inc

QIAGEN N.V.

Sysmex Inostics

Thermo Fisher Scientific Inc.

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