

# **Oncolytic Virotherapy Market Size, Trends, Analysis, and Outlook By Type (HSV-based Oncolytic Viruses, Adenoviruses-based Oncolytic Viruses, Others), By Application (Melanoma, Prostate Cancer, Breast Cancer, Ovarian Cancer, Lung Cancer, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Oncolytic Virotherapy market size is poised to register 24.3% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Oncolytic Virotherapy market across By Type (HSV-based Oncolytic Viruses, Adenoviruses-based Oncolytic Viruses, Others), By Application (Melanoma, Prostate Cancer, Breast Cancer, Ovarian Cancer, Lung Cancer, Others)

With the increasing demand for innovative cancer treatments and personalized medicine, there is a rising interest in oncolytic viruses as a novel therapeutic approach to target and destroy cancer cells while sparing healthy tissue. Market growth is driven by factors such as expanding cancer incidence and prevalence, the rising investment in immuno-oncology research and development, and technological advancements in viral vector design and gene editing techniques. Additionally, the expanding applications of oncolytic virotherapy in solid tumors, hematological malignancies, and combination therapy regimens, as well as the growing number of clinical trials and regulatory approvals, contribute to market expansion. Further, the development of tumor-targeted viral vectors and immune-modulating strategies, the integration of oncolytic viruses into standard-of-care treatment protocols, and the emphasis on patient selection and biomarker-driven therapy are expected to further accelerate market growth in the coming years.

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

## Key market trends defining the global Oncolytic Virotherapy 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.

## Oncolytic Virotherapy Market Segmentation- Industry Share, Market Size, and Outlook to 2032

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

## Key strategies adopted by companies within the Oncolytic Virotherapy industry

Leading Oncolytic Virotherapy 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 Oncolytic Virotherapy companies.

## Oncolytic Virotherapy Market Study- Strategic Analysis Review

The Oncolytic Virotherapy 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.

### Oncolytic Virotherapy Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Oncolytic Virotherapy 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.

### Oncolytic Virotherapy 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 Oncolytic Virotherapy 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 Oncolytic Virotherapy market segments. Similarly, Strong market demand is encouraging Canadian Oncolytic Virotherapy companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Oncolytic Virotherapy market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Oncolytic Virotherapy Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

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

Oncolytic Virotherapy Market Company Profiles

The global Oncolytic Virotherapy 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 Amgen Inc, CG Oncology Inc, DNatrix Inc, Lokon Pharma, Oncolys BioPharma Inc, Replimune Group Inc, Sorrento Therapeutics Inc, Targovax ASA, TILT Biotherapeutics Ltd, Transgene SA, VCN Biosciences, Vyriad Inc.

Recent Oncolytic Virotherapy Market Developments

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

Oncolytic Virotherapy 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 Type

HSV-based Oncolytic Viruses

Adenoviruses-based Oncolytic Viruses

Others

By Application

Melanoma

Prostate Cancer

Breast Cancer

Ovarian Cancer

Lung Cancer

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Amgen Inc

CG Oncology Inc

DNATRIX Inc

Lokon Pharma

Oncolys BioPharma Inc

Replimune Group Inc

Sorrento Therapeutics Inc

Targovax ASA

TILT Biotherapeutics Ltd

Transgene SA

VCN Biosciences

Vyriad Inc

Formats Available: Excel, PDF, and PPT



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DNAtrix Inc  
Lokon Pharma  
Oncolys BioPharma Inc  
Replimune Group Inc  
Sorrento Therapeutics Inc  
Targovax ASA  
TILT Biotherapeutics Ltd  
Transgene SA  
VCN Biosciences  
Vyriad Inc.

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