

Personalized Medicine Biomarkers Market Size, Share and Growth Outlook 2026: By Biomarker Type, By Technology, By Application, By Disease Indication, By End-User, Companies to 2034

<https://marketpublishers.com/r/P6E1312CE4D1EN.html>

Date: July 2026

Pages: 190

Price: US\$ 3,482.00 (Single User License)

ID: P6E1312CE4D1EN

Abstracts

The global Personalized Medicine Biomarkers Market size is forecast to increase from \$27.78 Billion in 2026 to \$79.8 Billion in 2034 at a CAGR of 14.1% between 2026 and 2034.

The Personalized Medicine Biomarkers market report provides detailed analysis and outlook of Personalized Medicine Biomarkers segments including By Biomarker Type (Genomic Biomarkers, Metabolic Biomarkers, Proteomic Biomarkers, Safety Biomarkers), By Technology (Genomics and Molecular Testing, Liquid Biopsy, Pharmacogenomics, Biomarker-Based Profiling, Clinical Decision Support and Interpretation Software), By Application (Disease Diagnosis, Treatment Selection, Drug Development and Research), By Disease Indication (Oncology, Neurology, Cardiology, Infectious Diseases, Immunological Disorders, Rare and Genetic Diseases), By End-User (Hospitals and Diagnostic Laboratories, Pharmaceutical and Biotechnology Companies, Academic and Research Institutes, Specialty Clinics) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Personalized Medicine Biomarkers Industry Overview

Artificial Intelligence, Liquid Biopsy, and Integrated Biomarker Platforms Are Advancing Personalized Medicine

The personalized medicine biomarkers industry is evolving through the integration of

liquid biopsy, molecular genomics, digital pathology, and artificial intelligence to deliver highly individualized treatment strategies across oncology. Healthcare providers are increasingly adopting non-invasive biomarker testing and AI-driven tissue analysis to identify actionable genetic alterations, predict treatment response, and refine patient risk stratification without requiring additional invasive procedures. The convergence of genomic sequencing, computational pathology, and companion diagnostics is enabling more accurate therapeutic selection while expanding precision medicine applications across multiple cancer types.

Companion Diagnostics Expand Precision Treatment Opportunities

Regulatory approvals continue to strengthen the clinical role of biomarker-guided therapy selection. The U.S. FDA approved Guardant360® CDx as a blood-based companion diagnostic for Boehringer Ingelheim's HERNEXEOS® (zongertinib), enabling identification of HER2 (ERBB2) tyrosine kinase domain activating mutations in patients with advanced or metastatic non-squamous non-small cell lung cancer using circulating tumor DNA obtained from a routine blood sample. As the 27th companion diagnostic indication for the Guardant360 platform, this approval reinforces the growing transition toward minimally invasive biomarker profiling that reduces reliance on tissue biopsies while accelerating access to targeted therapies.

Artificial Intelligence Enhances Biomarker Discovery and Risk Assessment

Artificial intelligence is increasingly complementing molecular diagnostics by extracting clinically relevant information from routine pathology specimens. Myriad Genetics commercially launched Prolaris + AI, integrating molecular cell-cycle risk data with PATHOMIQ's digital pathology artificial intelligence platform to personalize active surveillance strategies for prostate cancer using existing biopsy samples without requiring additional tissue collection. Similarly, Caris Life Sciences validated an AI-powered histopathology model capable of identifying PD-L1-related phenotypic signatures directly from standard hematoxylin and eosin tissue slides. Using data from the extensive Caris clinico-genomic database, the model demonstrated improved identification of breast cancer patients who achieved better overall survival outcomes with pembrolizumab compared with conventional immunohistochemistry approaches. These developments highlight the industry's growing emphasis on combining artificial intelligence, molecular biomarkers, digital pathology, and liquid biopsy technologies to improve diagnostic precision, optimize therapeutic decision-making, and advance personalized oncology care.

Personalized Medicine Biomarkers Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Personalized Medicine Biomarkers market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- F. Hoffmann-La Roche Ltd, Thermo Fisher Scientific Inc., Illumina, Inc., QIAGEN N.V., Abbott Laboratories, Myriad Genetics, Inc., Guardant Health, Inc., Natera, Inc., Agilent Technologies, Inc., Foundation Medicine, Inc. (Roche). The Personalized Medicine Biomarkers market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Personalized Medicine Biomarkers industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

- Growth Personalized Medicine Biomarkers Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

- Market Trends, Drivers, Potential Opportunities, and Challenges faced by Personalized Medicine Biomarkers companies

- Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

- Detailed SWOT Analysis of global and regional Personalized Medicine Biomarkers markets

- Competitive analysis including business description, product analysis, and financial profiles

- Key country specific analysis detailing key factors shaping the short-term and long-term outlook

- Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Personalized Medicine Biomarkers Market Competitive Benchmarking and Company Analysis

Leading companies in Personalized Medicine Biomarkers industry include- F. Hoffmann-La Roche Ltd, Thermo Fisher Scientific Inc., Illumina, Inc., QIAGEN N.V., Abbott Laboratories, Myriad Genetics, Inc., Guardant Health, Inc., Natera, Inc., Agilent Technologies, Inc., Foundation Medicine, Inc. (Roche). The Personalized Medicine Biomarkers market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Personalized Medicine Biomarkers Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Personalized Medicine Biomarkers market remains one of the strongest-performing segments in the country.

The US Personalized Medicine Biomarkers Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Personalized Medicine Biomarkers market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Personalized Medicine Biomarkers industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian Personalized Medicine Biomarkers markets

Canada's strong Personalized Medicine Biomarkers sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Personalized Medicine Biomarkers market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Personalized Medicine Biomarkers Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Personalized Medicine Biomarkers market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Personalized Medicine Biomarkers population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Personalized Medicine Biomarkers industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Personalized Medicine Biomarkers market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Personalized Medicine Biomarkers sales through 2034

France Personalized Medicine Biomarkers companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control

measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Personalized Medicine Biomarkers Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Personalized Medicine Biomarkers distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Personalized Medicine Biomarkers Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Personalized Medicine Biomarkers market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Personalized Medicine Biomarkers industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was

95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Personalized Medicine Biomarkers industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Personalized Medicine Biomarkers Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Personalized Medicine Biomarkers market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Personalized Medicine Biomarkers market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Personalized Medicine Biomarkers Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology

adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Personalized Medicine Biomarkers Market Segmentation

By Biomarker Type

Genomic Biomarkers

Metabolic Biomarkers

Proteomic Biomarkers

Safety Biomarkers

By Technology

Genomics and Molecular Testing

Liquid Biopsy

Pharmacogenomics

Biomarker-Based Profiling

Clinical Decision Support and Interpretation Software

By Application

Disease Diagnosis

Treatment Selection

Drug Development and Research

By Disease Indication

Oncology

Neurology

Cardiology

Infectious Diseases

Immunological Disorders

Rare and Genetic Diseases

By End-User

Hospitals and Diagnostic Laboratories

Pharmaceutical and Biotechnology Companies

Academic and Research Institutes

Specialty Clinics

Leading Companies in Personalized Medicine Biomarkers Industry (2026)

F. Hoffmann-La Roche Ltd

Thermo Fisher Scientific Inc.

Illumina, Inc.

QIAGEN N.V.

Abbott Laboratories

Myriad Genetics, Inc.

Guardant Health, Inc.

Natera, Inc.

Agilent Technologies, Inc.

Foundation Medicine, Inc. (Roche)

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia, Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

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Metabolic Biomarkers

Proteomic Biomarkers

Safety Biomarkers

By Technology

Genomics and Molecular Testing

Liquid Biopsy

Pharmacogenomics

Biomarker-Based Profiling

Clinical Decision Support and Interpretation Software

By Application

Disease Diagnosis

Treatment Selection

Drug Development and Research

By Disease Indication

Oncology

Neurology

Cardiology

Infectious Diseases

Immunological Disorders

Rare and Genetic Diseases

By End-User

Hospitals and Diagnostic Laboratories

Pharmaceutical and Biotechnology Companies

Academic and Research Institutes

Specialty Clinics

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Illumina, Inc.

QIAGEN N.V.

Abbott Laboratories

Myriad Genetics, Inc.

Guardant Health, Inc.

Natera, Inc.

Agilent Technologies, Inc.

Foundation Medicine, Inc. (Roche)

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