

# **Personalized Medicine Market Size, Trends, Analysis, and Outlook By Product (Personalized Medicine Diagnostics, Personalized Medicine Therapeutics), By Application (Oncology, Neurology, Cardiology, Antiviral, Psychiatry, Immunology, Others), By End-Users, Hospitals And Clinical Care, Diagnostic Companies And Testing Facilities, Academic Research Institutes And Research Laboratories, Contract Research Organizations, Bio And Health Informatics Companies, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Personalized Medicine market size is poised to register 8.42% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Personalized Medicine market across By Product (Personalized Medicine Diagnostics, Personalized Medicine Therapeutics), By Application (Oncology, Neurology, Cardiology, Antiviral, Psychiatry, Immunology, Others), By End-Users, Hospitals And Clinical Care, Diagnostic Companies And Testing Facilities, Academic Research Institutes And Research Laboratories, Contract Research Organizations, Bio And Health Informatics Companies, Others).

The Personalized Medicine Market is experiencing growth driven by advances in genomics, proteomics, and molecular diagnostics, enabling tailored treatment approaches based on individual patient characteristics. Personalized medicine aims to optimize therapeutic outcomes, minimize adverse effects, and improve patient

compliance by considering genetic makeup, biomarker expression, and disease subtype. Key trends include the integration of pharmacogenomics into clinical practice, development of companion diagnostics for targeted therapies, and adoption of precision oncology strategies for cancer treatment. Moreover, increasing investment in research and development, regulatory support for biomarker-based therapies, and rising adoption of electronic health records contribute to market expansion.

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

## Key market trends defining the global Personalized Medicine 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.

## Personalized Medicine Market Segmentation- Industry Share, Market Size, and Outlook to 2030

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

## Key strategies adopted by companies within the Personalized Medicine industry

Leading Personalized Medicine 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 Personalized Medicine companies.

### Personalized Medicine Market Study- Strategic Analysis Review

The Personalized Medicine 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.

### Personalized Medicine Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Personalized Medicine 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.

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

## Europe Personalized Medicine Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

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

**Personalized Medicine Market Company Profiles**

The global Personalized Medicine 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 23andMe Inc, Abbott, ASURAGEN Inc, Biogen, Celera Diagnostics LLC., Dako A/S, Danaher Corp, Decode Genetics Inc, Exact Sciences Corp, Exagen Inc, GE Healthcare, Genelex, Genentech Inc, IBM Corp, Illumina Inc, Precision Biologics, QIAGEN

**Recent Personalized Medicine Market Developments**

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

**Personalized Medicine 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 Product

Personalized Medicine Diagnostics

-Genetic Testing

-DTC Diagnostics

-Others

Personalized Medicine Therapeutics

-Pharmaceutical

-Genomic Medicine

-Medical Devices

By Application

Oncology

Neurology

Cardiology

Antiviral

Psychiatry

Immunology

Others

By End-Users

Hospitals And Clinical Care

Diagnostic Companies And Testing Facilities

Academic Research Institutes And Research Laboratories

Contract Research Organizations

Bio And Health Informatics Companies

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

23andMe Inc

Abbott

ASURAGEN Inc

Biogen

Celera Diagnostics LLC.

Dako A/S

Danaher Corp

Decode Genetics Inc

Exact Sciences Corp

Exagen Inc

GE Healthcare

Genelex

Genentech Inc

IBM Corp



Illumina Inc

Precision Biologics

QIAGEN

Formats Available: Excel, PDF, and PPT

## Contents

### **1. EXECUTIVE SUMMARY**

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

### **2. PERSONALIZED MEDICINE MARKET SIZE OUTLOOK TO 2030**

- 2.1 Personalized Medicine Market Size Outlook, USD Million, 2021- 2030
- 2.2 Personalized Medicine Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### **3. PERSONALIZED MEDICINE 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. PERSONALIZED MEDICINE MARKET SEGMENTATION ANALYSIS AND OUTLOOK**

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Product
  - Personalized Medicine Diagnostics
  - Genetic Testing

-DTC Diagnostics

-Others

Personalized Medicine Therapeutics

-Pharmaceutical

-Genomic Medicine

-Medical Devices

By Application

Oncology

Neurology

Cardiology

Antiviral

Psychiatry

Immunology

Others

By End-Users

Hospitals And Clinical Care

Diagnostic Companies And Testing Facilities

Academic Research Institutes And Research Laboratories

Contract Research Organizations

Bio And Health Informatics Companies

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 Personalized Medicine Market, 2025

5.2 Asia Pacific Personalized Medicine Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Personalized Medicine Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Personalized Medicine Market, 2025

5.5 Europe Personalized Medicine Market Size Outlook by Type, 2021- 2030

5.6 Europe Personalized Medicine Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Personalized Medicine Market, 2025

5.8 North America Personalized Medicine Market Size Outlook by Type, 2021- 2030

5.9 North America Personalized Medicine Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Personalized Medicine Market, 2025

5.11 South America Pacific Personalized Medicine Market Size Outlook by Type, 2021- 2030

5.12 South America Personalized Medicine Market Size Outlook by Application, 2021-2030

5.13 Key Findings for Middle East and Africa Personalized Medicine Market, 2025

5.14 Middle East Africa Personalized Medicine Market Size Outlook by Type, 2021-2030

5.15 Middle East Africa Personalized Medicine Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Personalized Medicine Market Size Outlook and Revenue Growth Forecasts

6.2 US Personalized Medicine Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Personalized Medicine Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Personalized Medicine Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Personalized Medicine Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Personalized Medicine Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Personalized Medicine Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Personalized Medicine Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Personalized Medicine Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Personalized Medicine Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Personalized Medicine Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Personalized Medicine Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Personalized Medicine Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Personalized Medicine Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Personalized Medicine Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

- 6.30 South East Asia Personalized Medicine Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Personalized Medicine Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Personalized Medicine Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Personalized Medicine Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Personalized Medicine Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Personalized Medicine Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Personalized Medicine Industry Drivers and Opportunities

## **7. PERSONALIZED MEDICINE MARKET OUTLOOK ACROSS SCENARIOS**

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

## **8. PERSONALIZED MEDICINE COMPANY PROFILES**

- 8.1 Profiles of Leading Personalized Medicine Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

### **23ANDME INC**

Abbott  
ASURAGEN Inc  
Biogen  
Celera Diagnostics LLC.  
Dako A/S  
Danaher Corp  
Decode Genetics Inc  
Exact Sciences Corp  
Exagen Inc  
GE Healthcare  
Genelex

Genentech Inc  
IBM Corp  
Illumina Inc  
Precision Biologics  
QIAGEN

## **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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