

## **Head and Neck Cancer Diagnostics Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 135 pages | Mordor Intelligence

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### **Report description:**

The head and neck cancer diagnostics market is anticipated to register a CAGR of 9.5% during the forecast period, 2022-2027.

The COVID-19 pandemic has affected the healthcare systems globally and also had a significant impact on the head and neck cancer diagnosis market. As per the article published in Cancer Connect 2020, doctors from Dana Farber Cancer Institute determined that during the COVID-19 pandemic, there was a 46% decline in the diagnoses of cancer types, including head and neck cancer diagnosis. Also, the Centers for Disease Control and Prevention (CDC) and many medical professional organizations recommended that cancer screening and other health prevention services, along with elective surgeries, be postponed unless the risks outweighed the benefits and to secure the hospital infrastructure for the treatment of COVID-19 patients. Thus, the COVID-19 pandemic has impacted the head and neck cancer diagnostics market. However, the situation is expected to gradually improve.

The head and neck cancer diagnostics market is expected to grow at a high rate. Some of the major trends driving the market are the increasing number of cases of target diseases, the growing aging population that increased the prevalence of chronic diseases, the increasing number of diagnostic procedures for head and neck cancer, and better healthcare initiatives by governments and various private organizations. According to the World Health Organization 2020, the annual incidence of head and neck cancers worldwide is more than 550,000 cases, with around 300,000 deaths each year. Thus, the increasing prevalence of head and neck cancer globally boosts the market studied.

Moreover, the growing geriatric population, which is more prone to such diseases such head and neck cancer, will propel the growth of the market. According to the Revised World Population Prospects by the United Nations in October 2020, the number of people aged 60 years or above is expected to grow more than double by 2050, from 962 million in 2015 to 2.1 billion by 2050 worldwide.

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The increasing disposable incomes that lead to rising in healthcare expenditure of people, rising demand for diagnostic imaging, advances in treatment modes, and incorporation of novel technologies in diagnostic equipment will further propel the market growth during the forecast period.

Some of the restraining factors for this market include the low adoption rate of digital technology-based systems, conventional CT and MRI scanners, excise duty imposed on the sale of medical devices in mature markets, lack of trained professionals for operating the instruments, high costs associated with the treatment modes and lack of awareness among the people.

## Head & Neck Cancer Diagnostics Market Trends

### Diagnostic Imaging Equipment is Expected to Dominate the Market

Medical imaging is the technique and process of creating visual representations of the interior of a body for clinical analysis and medical intervention and visual representation of the function of some organs or tissues (physiology). Head and neck cancer is a group of cancers that usually originate in the squamous cells that line the mouth, nose, and throat. To confirm a cancer diagnosis and determine if it has spread, head MRI, CT of the sinuses, head CT, panoramic dental x-ray, dental cone beam CT, PET/CT, or chest imaging are some of the most common procedures.

Additionally, new product launches and approval in the market will also push the market to continue to grow to new heights. For instance, in May 2021, Philips Healthcare received approval from the US Food and Drug Administration for the computed tomography system, the Spectral CT 7500, which uses intelligent software to deliver high-quality spectral images on every scan 100% of the time without the need for special protocols.

However, this indicates that the more CT scans are being adopted, this is expected to positively impact the diagnostic imaging equipment market.

### North America is Expected to Dominate the Head and Neck Cancer Diagnostics Market

North America is expected to increase its market share in the future, owing to the increased adoption of cancer diagnostics and the growing burden of cancers in the United States. According to the American Society of Clinical Oncology (ASCO), in January 2021, Head and neck cancer accounted for about 4% of all cancers in the United States. In 2020, an estimated 66,630 people (48,740 men and 17,890 women) had developed head and neck cancer. Furthermore, estimated that 14,620 deaths (10,640 men and 3,980 women) from head and neck cancer in 2020. Thus, this huge disease burden will help in the growth of the market.

The Epidemiology and End Results (SEER) Program estimated that 53,000 new cases of oral cavity and pharyngeal cancer occurred in the United States in 2019, making up 3% of all new US cancer cases. The SEER Program also estimated that such cancer cases would account for 10,860 US deaths in the year, making up 1.8% of all cancer deaths. Thus, the growth in these programs has helped in the overall growth of the market. In addition, with the rise in head and neck cancer in the United States, there is an increased demand for diagnostic imaging and new advancements and innovations are seen in the treatment models, which help in the growth of the overall market.

Hence, the increasing geriatric population worldwide, combined with government and private body initiatives are some of the other factors contributing to the growth of the market.

### Head & Neck Cancer Diagnostics Market Competitor Analysis

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The majority of the head and neck cancer diagnostics equipment is being manufactured by the global key players. Market leaders with more funds for research and a better distribution system have established their position in the market. Moreover, Asia-Pacific is witnessing an emergence of some small players due to the rise of awareness. This has also helped the market grow. Some of the major players include GE Healthcare, Philips, Siemens Healthineer, etc.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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