

North America Mammography Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The North America mammography market is expected to register a CAGR of 8.4% over the forecast period.

The COVID-19 pandemic has had a substantial impact on the mammography market initially. The strict lockdowns and government regulations that were intended to slow down the spread of COVID-19 resulted in a decrease in diagnostic activities for breast cancer. For instance, an article published by RSNA in October 2021, stated that during the early pandemic many breast imaging practices purposefully halted mammographic screening in the United States to minimize patient and staff exposure to the virus, which led to a disruption in breast cancer diagnosis rate. Furthermore, according to a joint statement by the American College of Radiology and the American Society of Breast Surgeons published in March 2020, all medical facilities in the United States were asked to postpone breast screening exams including screening mammography, ultrasound, and MRI. Currently, the mammography market has recovered but it still has not gained growth like the pre-pandemic period. For instance, an article published by PubMed Central in June 2022, stated that COVID-19 had the greatest impact on screening mammography volumes in the United States, which have not recovered to pre-COVID-19 levels yet. The article further stated that cancer diagnoses declined significantly in the acute phase of the pandemic and have not fully rebounded, which emphasizes the need to increase outreach efforts directed at the specific patient population and facility types in the United States. Hence, the COVID-19 pandemic had a significant impact on the studied market, and it is expected that the market would gain traction slowly as the COVID-19 pandemic subsides completely during the forecast period of the study.

The rising incidence of breast cancer, massive R&D in breast cancer therapies, and advances in breast imaging modalities are the major drivers of this market. Apart from these factors, the investment from various organizations in breast cancer screening campaigns also boosts the market growth. According to the updated data by CDC in 2022, breast cancer is one of the most common cancers among women, irrespective of race or ethnicity. According to same source, each year an estimated 264,000 new cases of breast cancer are diagnosed in women and about 2,400 in men in the United States. Furthermore, the Society of Breast Imaging in the United States is an organization that focuses on minimizing breast cancer's impact and saving patients' lives. They have a research & education fund program that aims at providing funds to support the research and education for breast imaging.

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In addition, new product launches and strategic activities by major players in the market are positively affecting the growth of the studied market. For example, in October 2022, The American College of Radiology (ACR) launched the Contrast-Enhanced Mammography Imaging Screening Trial (CMIST) in collaboration with the Breast Cancer Research Foundation (BCRF) and GE Healthcare. The trial will determine whether contrast-enhanced mammography improves breast cancer detection rate and reduce false-positive exams in women with dense breasts. Furthermore, in November 2021, Lunit, a leading medical AI provider in North America, launched 'Lunit INSIGHT MMG' a mammography solution for breast cancer detection after it received United States FDA clearance.

Therefore, owing to the aforementioned factors, the studied market is anticipated to witness growth over the analysis period. However, the risk of adverse effects from radiation exposure is likely to impede the market's growth.

North America Mammography Market Trends

The Digital Mammography Segment is Expected to Account for the Largest Market Share During the Forecast Period

Digital mammography is a specialized and advanced form of mammography that uses digital receptors and computers instead of X-ray films to examine breast tissue for the presence of tumors. The shifts toward these newer systems are due to their superior depiction of low-contrast objects, wider dynamic range, and improved diagnostic quality of images, especially when examining denser breasts. They also come with the added advantage of soft-copy image displays and soft-copy reading, which can be easily transferred. Radiation exposure is significantly lower as compared to analog systems. The increasing burden of breast cancer in the region and growing healthcare expenditure is propelling the end-user to replace the conventional systems with the most advanced systems in the region.

For instance, according to the data from the American Cancer Society in 2022, it is estimated that about 13% or 1 in 8 of women in the United States are going to develop invasive breast cancer during the course of their life, and an estimated 51,400 new cases of non-invasive (in situ) breast cancer in 2022 is expected to be diagnosed in American women. According to the same source, a man's lifetime risk of developing breast cancer is about 1 in 833. Hence, the high prevalence of breast cancer in the region is expected to enhance the segment growth during the forecast period of the study.

Furthermore, continuous product launches by major players in the market are positively affecting the growth of the segment. For instance, in March 2021, DRTECH launched three new innovative products for general radiography and mammography imaging, AIDIA; a premium full-field digital mammography system, QX Platform; high-performance IGZO low dose detector, and the EXSYS Essence; a compact but powerful X-ray system for general radiography.

Therefore, the digital mammography segment is expected to witness significant growth over the forecast period due to the abovementioned factors.

The United States is Expected to Hold a Significant Market Share During the Forecast Period

The United States has been the hub of all major research and development activities related to mammography for many years due to its advanced healthcare and clinical trial infrastructure. Furthermore, the rising prevalence of breast cancer and the rising healthcare expenditure in the country are some of the major factors driving the growth of the market.

The rising prevalence of breast cancer in the United States is one of the major factors that is increasing the demand for mammography tests in the country. For instance, according to data from Breastcancer.org published in January 2022, there are more than 3.8 million women living with a history of breast cancer in the United States, and this includes women who are

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currently being treated and women who have finished treatment. The source also claims that breast cancer is the most commonly diagnosed cancer among American women and in 2022 it is estimated that about 30% of newly diagnosed cancers in women are going to be breast cancers.

Furthermore, various product launches by major players in the country are contributing to the growth of the segment. For instance, in October 2021, Delphinus Medical Technologies, Inc. announced that the United States FDA has granted premarket approval (PMA) for its SoftVue 3D Whole Breast Ultrasound Tomography System (SoftVue) for use as an adjunct to digital mammography in the screening of asymptomatic women with dense breast tissue.

Hence, due to the aforementioned factor the United States is expected to have significant growth in the studied market.

North America Mammography Market Competitor Analysis

The market is a consolidated one, owing to the presence of a few major players in the market. The major market players are focusing on technological advancements and reducing the side effects of the procedures. Some of the major players in the market are Fujifilm Holdings Corporation, GE Healthcare, Hologic Inc., Koninklijke Philips NV, Siemens Healthineers, Carestream Health, Allengers, PLANMED OY, IMS GIOTTO S.P.A., and Metaltronica SpA among others.

Additional Benefits:

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

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