

**Breast Lesion Localization Market by Type (Wire, Radioisotope (ROLL, RSL), Magnetic, Electromagnetic Localization), Usage (Breast Biopsy, Lumpectomy), End User (Hospitals, Diagnostic Imaging Centers, Ambulatory Surgical Centers) - Global Forecast to 2028**

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**Report description:**

The global breast lesion localization market is projected to reach USD 0.4 billion by 2028 from USD 0.3 billion in 2023, at a CAGR of 6.9% during the forecast period. The increasing screening of breast cancer through mammography and the increasing number of improvements in imaging technology have increased the detection of a non-palpable clinically occult breast lesion, which requires perioperative localization.

There have been several technological advancements in breast lesion localization equipment in recent years aimed at improving patient safety, increasing efficiency, and reducing the cost of healthcare.

"Breast biopsy segment accounted for a larger share of the breast lesion localization market"

In 2022, the breast biopsy segment accounted for a larger share of the breast lesion localization market. The large share of this segment can be attributed to the increasing number of patients opting for breast biopsies across the world, the increasing rate of non-palpable breast lesions detected in screening programs, the rising number of breast cancer screening programs, the growing incidence of breast cancer, and an increase in awareness of early cancer detection.

"The electromagnetic localization will grow at highest CAGR during the forecast period"

Based on type, the electromagnetic localization segment is estimated to grow at the highest during the forecast period. The high

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growth of this segment can be attributed to factors such as reduction in surgical delays, improved patient satisfaction, optimal surgical planning, and no need for radioactive components. A recent development in the field of breast localization methods is the emergence of technologically advanced localization methods, which use electromagnetic waves to localize breast lesions.

"Asia Pacific will grow at highest CAGR during the forecast period"

In 2022, Asia Pacific will grow at highest CAGR during the forecast period. Major factors driving the growth of this market are rising prevalence of breast cancer, increasing healthcare expenditure, and the increasing number of awareness programs for the early detection of breast cancer in several APAC countries. Furthermore, rising government spending on breast cancer research, and growing funding are also driving the market growth in APAC.

The break-up of the profile of primary participants in the breast lesion localization market: Supply-side

- By Company Type: Tier 1 - 55%, Tier 2 - 30%, and Tier 3 - 15%
- By Designation: C Level - 28%, Hospital Director & Managers - 33%, Others-39%
- By Region: North America - 35%, Europe - 20%, Asia Pacific - 30%, Middle East - 9%, and Latin America - 6%

The break-up of the profile of primary participants in the breast lesion localization market: Demand-side

- By End User: Hospitals - 55%, Clinics - 32%, and Ambulatory Surgical Centers - 13%
- By Designation: Doctors - 35%, Hospitals, Directors and Managers - 27%, Critical Care Specialist-22% Others-16%
- By Region: North America - 17%, Europe - 39%, Asia Pacific - 28%, Middle East - 8%, and Latin America - 8%

The prominent players in the breast lesion localization market include Hologic, Inc. (US), Becton, Dickinson and Company (US), Merit Medical Systems (US), Leica Biosystems Nussloch GmbH (US), Argon Medical Devices (US).

Research Coverage:

The report analyzes the breast lesion localization market and aims at estimating the market size and future growth potential of this market based on various segments such as type, usage, end user and region. The report also includes a product portfolio matrix of various breast lesion localization available in the market. The report also provides a competitive analysis of the key players in this market, along with their company profiles, product offerings, and key market strategies.

Reasons to Buy the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall breast lesion localization market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report provides insights into the following pointers:

- Analysis of key drivers (increasing incidence of breast cancer, growing rate of the aging population, increasing awareness on the early detection of breast cancer), restraints (uncertainty in regulatory approval procedures), opportunities (emerging economies offer high growth potential and increasing adoption of technologically advanced localization procedures), and challenges (shortage of oncologists) influencing the growth of the breast lesion localization market
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the breast lesion localization market
- Market Development: Comprehensive information on the lucrative emerging markets by type, usage, end user and region.
- Market Diversification: Exhaustive information about new products or product enhancements, growing geographies, recent developments, and investments in the global breast lesion localization market.

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-Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, competitive leadership mapping, and capabilities of leading players like Hologic, Inc. (US), Becton, Dickinson and Company (US), Merit Medical Systems (US), Leica Biosystems Nussloch GmbH (US), Argon Medical Devices (US) in the global breast lesion localization market.

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