

Australia Mammography - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 84 pages | Mordor Intelligence

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Report description:

The Australia Mammography Market size is estimated at USD 69.28 million in 2024, and is expected to reach USD 107.93 million by 2029, growing at a CAGR of 9.27% during the forecast period (2024-2029).

COVID-19 has affected the market studied in Australia significantly. As per the data published in December 2020 by the Australian Institute of Health and Welfare (AIHW), during the first wave of coronavirus infection, screening procedures were postponed in the country. Because of the suspension of breast screening services from March 2020, the cancer screening tests plummeted in the country. However, post lifting the nationwide lockdown in late April and early May 2020, breast screening procedures were recommenced with precautionary measures and longer appointments. On the other hand, the restarting of services was majorly impacted by several jurisdictional infection control guidelines and social distancing requirements. This practice further delayed the rescheduling of appointments for mammograms in women. Considering the urgency of cancer screening tests, the Australian government significantly undertook measures for resuming the procedures to pre-pandemic levels. The alarming decline in the number of breast screenings from January to June forced the healthcare authorities to consider mammograms as important as other healthcare practices. Thus, several breast screening services remained open during the second wave of the pandemic across Victoria. As a result, the breast screening procedures saw an upsurge from July 2020, which may impact the market growth in coming years.

The major factors affecting the growth of the market include the rising incidence of breast cancer, huge R&D in breast cancer therapies, and advances in breast imaging modalities. In August 2021, the National Breast Cancer Foundation (NBCF) and the University of Sydney announced that they would co-invest AUD 5 million in the first 10-Year Chair in Breast Cancer Prevention organized by NBCF. The major focus of the investment would be planning to implement a large-scale breast screening trial using 3D mammography. There is a surge in informative programs and initiatives undertaken by numerous organizations within the

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country to promote breast cancer awareness among Australian women, and collaborative efforts by the government and non-profit organizations to reduce the breast cancer burden on society. For instance, every October, the 'Not In My Family' mass media campaign is launched by BreastScreen NSW (New South Wales, Australia). The major focus of the campaign is to increase breast screening participation rates in New South Wales (NSW), Australia. Breast cancer management strategies in the country involve contributions from a wide range of government, non-governmental organizations (NGOs), and private institutions.

Therefore, with the above-mentioned factors, the mammography market in Australia is expected to witness strong growth over the forecast period.

Australia Mammography Market Trends

Diagnostic Centers are Expected to Witness Steady Growth Over the Forecast Period

The factors leading to the growth of this segment include the high burden of breast cancer cases and high investments in the country's healthcare sector. Australia also has a highly developed healthcare system that allows patients to avail themselves of the latest technologies. Additionally, awareness programs are also expected to boost the market's growth.

Many developments are taking place in Australia, including launches and approvals, partnerships, collaborations, mergers, and acquisitions in the mammography market. Many new investments are also taking place. For instance, in June 2021, the United Kingdom-based Kheiron Medical Technologies announced that it had received Therapeutic Goods Administration (TGA) clearance from the Australian Government Department of Health and MedSafe WAND Notification from the New Zealand Ministry of Health for its Mia (Mammography Intelligent Assessment) solution. The technology is being launched under a partnership with AI Advance. The Mia solution has been designed to support breast radiologists to help them decide whether or not to recall women for further testing based on their mammography screening. Solutions such as these are likely to be in high demand from diagnostic centers that process many mammograms, leading to market growth.

Additionally, the government funding is also contributing to the growth of the segment studied. For instance, in May 2021, the government of Australia announced that the Australian government is investing USD 353.9 million over the next four years as part of the 2021-22 budget to support women's health, including funding for cervical and breast cancer, endometriosis, and reproductive health.

Hence, owing to the above-mentioned factors, the segment is expected to witness steady growth over the forecast period.

Australia Mammography Industry Overview

The Australian mammography market is moderately consolidated, 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 Analogic Corporation, Canon Medical Systems Corporation, Fujifilm Corporation, GE Healthcare, Hologic Inc., Koninklijke Philips NV, and Siemens Healthineers.

Additional Benefits:

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

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