

Global Breast Cancer Screening Test - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2021 - 2029

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Report description:

The Global Breast Cancer Screening Test Market size is estimated at USD 2.95 billion in 2024, and is expected to reach USD 4.45 billion by 2029, growing at a CAGR of 8.55% during the forecast period (2024-2029).

The COVID-19 pandemic significantly impacted the breast cancer screening test market due to the halt of breast cancer screening to minimize the spread of infection. For instance, according to the study published in October 2021 by the Journal of Medical Screening, many breast imaging practices purposely stopped mammograms to reduce patient and staff exposure to the virus during the COVID-19 pandemic. This significantly impacted the market growth during the pandemic. However, breast cancer screening remained important during the COVID-19 pandemic, for which various healthcare institutions conducted virtual webinars and telehealth consultations to manage breast cancer during COVID-19. Breast cancer awareness month is celebrated in October every year on a global level to educate women about diagnostic imaging tests and the importance of early screening. The annual international health campaign aims to raise disease awareness and fund research into its cause, prevention, diagnosis, treatment, and cure. Though the COVID-19 pandemic substantially impacted the market in its initial phases, the market recovered in the last two years since the restrictions were lifted and diagnostic centers resumed screening tests leading to a higher demand for screening machines.

Factors responsible for the growth of this market include the increasing awareness about the early detection of breast cancer, the growing incidence of breast cancer, and the increasing government initiatives and support. Early detection of breast cancer can lead to desired outcomes, including increased survival rate, number of treatment options, and improved quality of life. The rising incidence of breast cancer is helping the market to grow in the forecast period. As per Breastcancer.org, updated in July 2022, 287,850 new cases of invasive breast cancer are expected to be diagnosed in the United States, along with 51,400 new cases of non-invasive (in situ) breast cancer cases. Since there is a rising need for breast cancer screening tests across developing and

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developed nations, the market is expected to grow during the forecast period.

Furthermore, the rising initiative of key players in developing innovative strategies is expected to drive market growth over the forecast period. For instance, in March 2022, LifeCell launched Breast Screen Panel, a comprehensive genetic screening test assessing women's risk of breast cancer. Such initiatives will lead to increased adoption of breast cancer screening, driving the market growth.

However, controversies related to mammography and the high cost of screening tests are expected to hinder the market growth.

Breast Cancer Screening Test Market Trends

Mammograms segment is Expected to Dominate in the Breast Cancer Screening Test Market

The imaging test is the most commonly used screening test for breast cancer, which is considered the most reliable. Mammograms are the most widely used tests to screen for breast cancer. Since mammography is the standard technique for screening breast cancer, governments and other healthcare organizations worldwide are taking initiatives to improve access to women between 50 and 75. For instance, according to the National Cancer Institute (NCI), Updated in October 2021, The NCI is funding the tomosynthesis mammographic imaging screening trial (TMIST), a large-scale randomized breast screening trial that will compare the number of advanced cancers detected in women screened for five years with 3-D mammography to the number detected in women screened with 2-D mammography.

Furthermore, digital breast tomosynthesis can increase mammography's diagnostic accuracy and is used to assess equivocal or suspicious mammography findings. 3-D mammography, often known as breast tomosynthesis, is a new technology. This process combines photos from various angles around the breast to create a 3-D-like image. This technology is becoming more widely available in clinics. Such advancements will drive market growth due to higher adoption across the world.

The favorable initiatives related to mammograms are also expected to boost segment growth. For instance, as per the government's national screening program in Australia, Breast Screen Australia, women aged 50-74 need to undergo free mammograms every two years. Cancer Australia, in September 2020, released a set of regulations where breast imaging for early diagnosis in the initial stages of breast cancer was discussed.

In May 2022, VolparaHealth introduced updated products for its integrated platform to deliver personalized breast care at the SBI/ACR Breast Imaging Symposium 2022. Volpara's AI-driven breast software tools improve mammography quality and reporting, volumetric breast density measurements, and cancer risk assessment. Such developments by market players assist in accelerating market growth.

North America Dominates the Market and Expected to do Same in the Forecast Period

In the North American region, the United States holds the largest market share. This can be majorly attributed to the increasing incidence rates of breast cancer and rising awareness among the population for the early detection of cancer. The presence of the developed healthcare infrastructure is expected to propel the market in the United States.

According to the news published in May 2022, as part of a goal to achieve "zero fatalities from breast cancer" by 2030, the United States National Breast Cancer Foundation (NBCF) announced funding of over USD 12.4 million for 20 research initiatives. Such goals to reduce breast cancer are expected to drive the growth of the market studied over the forecast period in this region.

Also, as per Canadian Medical Association Journal, May 2022 report, an estimated 28,600 new breast cancer cases were

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estimated to occur in Canada in 2022, accounting for 25% of total new cancer diagnosed in women in Canada in 2022.

Moreover, awareness campaigns and free breast cancer screening camps in the region are also expected to propel the market growth during the forecast period. For instance, in October 2022, Pennsylvania Hospital partnered with the American Cancer Society, the Consulate of Mexico in Philadelphia, and Univision 65 to host an annual breast cancer screening event, by providing free mammograms to uninsured and underinsured women in the Philadelphia community.

Therefore, owing to the above-mentioned factors, the breast cancer screening market is expected to drive in North America over the forecast period.

Breast Cancer Screening Test Industry Overview

The breast cancer screening test market is moderately competitive and consists of several major players. A few major players currently dominate the market in terms of market share. With the increasing awareness among the population and rising advances in screening tests, a few other smaller players are expected to enter the market and may come to hold a substantial share. The key market players that hold significant shares in the breast cancer screening test market include Koninklijke Philips NV, GE Healthcare, Fujifilm Holdings, and Hologic Inc., among others.

Additional Benefits:

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

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