

**Urinary Tract Cancer Market Assessment, By Types [Kidney Cancer, Bladder Cancer, Ureteric and Renal Pelvic Cancer, Urethral Cancer], By Modality [Diagnosis, Treatment], By End-users [Hospitals, Ambulatory Surgical Centers, Specialty Clinics, Pharmacies, Others], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

Global urinary tract cancer market size was valued at USD 2.11 billion in 2023, which is expected to reach USD 6.55 billion in 2031, with a CAGR of 15.21% for the forecast period between 2024 and 2031. Various factors are propelling the global urinary tract cancer market, such as the rising prevalence of urinary tract cancer, innovative treatment methodologies, advancements in diagnostic methods, enhanced awareness and screening efforts, a growing geriatric population, and the adoption of combination therapies.

As the global population continues to age and lifestyle factors persist, the number of individuals being diagnosed with urinary tract cancer is increasing. Innovative treatment methodologies are another driving force behind the market's expansion. Over the past few years, there has been remarkable progress in developing targeted therapies, immunotherapies, and precision medicine approaches, which provide more effective and often less invasive treatment options. These breakthroughs have significantly helped in the growth of global urinary tract cancer market. The development of molecular markers and non-invasive diagnostic tests enables early detection, facilitating timely interventions and better treatment outcomes.

Increased awareness and screening efforts, including public health campaigns and government initiatives are contributing to the early diagnosis of urinary tract cancers, which is essential for improved patient outcomes. The aging demographic is another key driver, as the elderly population is at a higher risk for these cancers. The demographic trend and increasing healthcare expenditure further fuel the demand for treatments. Investment in research and development by pharmaceutical and biotechnology companies is instrumental in discovering novel therapeutic options and combination therapies. Consequently, expanding healthcare infrastructure and improved accessibility in both developed and emerging markets ensures patients have better access to diagnosis, treatment, and supportive care, thus propelling the global urinary tract cancer market forward.

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### Increasing Prevalence of Urinary Tract Cancer

The increasing global prevalence of urinary tract cancer is a significant driver propelling the growth of global urinary tract cancer market. On a global scale, bladder cancer ranks as the tenth most prevalent type of cancer when considering the absolute number of cases. Among men, bladder cancer stands as the sixth most common cancer. Kidney cancer, alternatively referred to as renal cancer or renal cell adenocarcinoma, holds the rank of being the 14th most frequently diagnosed cancer globally. Specifically, it stands as the ninth most common cancer among men and the 14th most common cancer among women. Factors such as smoking, exposure to certain chemicals, and unhealthy dietary habits contribute to the growing prevalence of these cancers.

The increasing number of cases has led to a growing demand for diagnostic tools, innovative treatment approaches, and research and development in the field. The surge in demand has created opportunities for pharmaceutical companies, medical device manufacturers, and healthcare providers to develop and offer improved diagnostic methods, targeted therapies, and supportive care, ultimately boosting the global urinary tract cancer market. Consequently, the market is poised for expansion to meet the evolving healthcare needs associated with the growing urinary tract cancer burden.

### Expanding Research and Development Endeavors

Prominent companies are significantly investing in research and innovation, with a specific focus on developing advanced screening methods for urinary tract cancers. These investments have a profound impact on the global urinary tract cancer market. By introducing cutting-edge screening techniques, such as molecular markers and non-invasive diagnostic tests, these companies are contributing to early detection and diagnosis, a crucial factor in improving patient outcomes. The proactive approach enhances the prospects for early intervention and leads to the development of more effective and efficient treatments. In turn, it bolsters the growth and potential of the urinary tract cancer market while positively impacting patient care and prognosis.

For instance, in March 2023, the partnership between researchers at the University of Birmingham and the liquid biopsy cancer detection and screening company Nonacus yielded an innovative test for the non-invasive identification of bladder cancer. The breakthrough was officially unveiled at the Annual Meeting of the European Association of Urology under the name GALEAS Bladder. The molecular test, which utilizes urine samples, offers a rapid and precise means of detecting bladder cancer, enhancing the diagnostic process while minimizing the necessity for invasive cystoscopies.

### Government Initiatives

Numerous governments across the world have initiated public awareness programs aimed at educating their populations about urinary tract-related disorders and the importance of early detection and prevention. These efforts play a pivotal role in supporting the growth of the global urinary tract cancer market. Through increasing awareness about the risk factors, symptoms, and the need for regular screenings, these programs contribute to the early diagnosis of kidney and urinary tract cancers. Consequently, early detection often leads to more effective treatment options, better patient outcomes, and an increased demand for diagnostic and therapeutic solutions, thereby bolstering the growth prospects of the global urinary tract cancer market. As an example, during September 2023, the American Kidney Fund (AKF) initiated educational awareness initiatives dedicated to two uncommon kidney ailments: complement 3 glomerulopathy (C3G) and IgA nephropathy (IgAN). These campaigns were sponsored by Novartis, designed to furnish patients with comprehensive knowledge about these conditions and link them with valuable resources, aiding in their comprehension and effective management of these rare kidney diseases.

### Growing Demand for Kidney Cancer Treatment Options

Patients, medical practitioners, and healthcare institutions proactively pursue innovative and effective treatment modalities to address the mounting health issue. The global urinary tract cancer market is witnessing significant progress, marked by the advent of targeted therapies and immunotherapies, thereby expanding the therapeutic landscape, and elevating the prognosis for kidney cancer patients. The increase in demand highlights the critical necessity for comprehensive and individualized solutions in the fight against kidney cancer, as part of the broader urinary tract cancer market. As an example, in October 2023, Merck in the United States and Canada, disclosed that the Drug Controller General of India (DCGI) granted approval for Keytruda (pembrolizumab), MSD's anti-PD-1 therapy, to be used in treating renal cell carcinoma in adults.

### Emerging Advanced Diagnostic Solutions

Increasing demand for cutting-edge diagnostic solutions is becoming evident in the global urinary tract cancer market. The surge

is propelled by various factors, primarily the increasing global prevalence of urinary tract cancer. Both patients and healthcare professionals are progressively pursuing precise, efficient, and less invasive diagnostic approaches to detect these cancers at earlier stages, to enhance treatment outcomes. Advanced diagnostic techniques, including molecular markers and non-invasive tests, offer early detection and reduced reliance on invasive procedures. For instance, Genomictree, a firm specializing in biomarker-driven cancer diagnostics, announced in May 2023 that it launched its bladder cancer diagnostic product, EarlyTect-BCD, in the United States.

Future Market Scenario

The future of global urinary tract cancer market looks promising, with a landscape full of opportunities. The optimistic outlook results from various factors. The continuous progress in research and development which is driving the exploration of innovative treatment modalities, encompassing immunotherapies, precision medicine, and targeted therapies. These emerging therapeutic options offer patients with more effective and less invasive alternatives, ultimately enhancing their quality of life and long-term prognosis.

Also, the increasing incidence of urinary tract cancer, covering bladder and kidney cancers, spurs the demand for diagnostic and treatment solutions. With factors like the growing geriatric population and lifestyle-related risks contributing to its prevalence, the market is poised for expansion. Moreover, increased awareness about early detection and screening, alongside improved healthcare infrastructure and accessibility in developed and emerging markets contribute to the industry's growth. Collectively, these elements are showing a promising future for the global urinary tract cancer market, presenting abundant prospects for research, innovation, and enhanced patient care.

Key Players Landscape and Outlook

Key players are proactively forging sales agreements to optimize the distribution of their products in the global urinary tract cancer market. These agreements broaden the reach and efficiency of their diagnostics, therapies, and medical devices. Partnerships with established distributors or healthcare networks empower these organizations to guarantee effective delivery of their products to healthcare providers and patients, enhancing accessibility and quality of patient care. The approach holds particular significance in urinary tract cancer, where early detection and timely treatment are paramount. Collaborative sales agreements are playing a pivotal role in addressing diagnostic and treatment challenges, ultimately benefiting patients, contributing to the market's expansion.

In August 2023, a synthetic royalty agreement worth USD 500 million was established between Royalty Pharma plc and Ferring Pharmaceuticals, headquartered in Saint-Prex, Switzerland. The agreement involves specified sales of Ferring's novel gene therapy designed for bladder cancer. According to the terms, Royalty Pharma will make an upfront payment of USD 300 million to Ferring and potentially an additional USD 200 million in milestone payments. In return, Royalty Pharma will receive royalties on the sales of Ferring's intravesical gene therapy known as Adstiladrin (nadofaragene firadenovec-vncg).

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\*All segments will be provided for all regions and countries covered

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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