

# Head And Neck Cancer Diagnostics Market Growth Analysis With Investment Opportunities

*The Business Research Company's Head And Neck Cancer Diagnostics Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK, July 15, 2024 /EINPresswire.com/ -- The head and neck cancer diagnostics market has experienced robust growth in recent years, expanding from \$1.51 billion in 2023 to \$1.79 billion in 2024

at a compound annual growth rate (CAGR) of 18.4%. The growth in the historic period can be attributed to tobacco and alcohol consumption, increasing aging population, awareness campaigns, biopsy techniques development, healthcare infrastructure development.



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## Strong Future Growth Anticipated

The head and neck cancer diagnostics market is projected to continue its strong growth, reaching \$3.32 billion in 2028 at a compound annual growth rate (CAGR) of 16.7%. The growth in the forecast period can be attributed to genomic biomarkers, rising incidence of hpv-related cancers, integration of artificial intelligence (ai), immunotherapy and targeted therapies, healthcare policy and reimbursement changes.

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Growth Driver Of The Head And Neck Cancer Diagnostics Market

The increasing incidence of head and neck cancer is expected to propel the growth of the head and neck cancer diagnostics market going forward. Head and neck cancer is a group of tumors

affecting the head and neck region's tissues and organs. These malignancies include the mouth, pharynx, larynx, salivary glands, nasal cavity, and sinuses. Head and neck cancer diagnostics help head and neck cancer patients diagnose the disease early with various tests, including an incisional biopsy and a barium swallow test.

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### Major Players And Market Trends

Key players in the head and neck cancer diagnostics market include F. Hoffmann-La Roche Ltd., Bristol Myers Squibb Co., Abbott Laboratories, Siemens Healthineers AG, BioNTech AG, Koninklijke Philips N.V., GE HealthCare Technologies Inc., Laboratory Corporation of America, Agilent Technologies Inc., Hologic Inc., Illumina Inc., Shimadzu Corporation, Sysmex Corp., Varian Medical Systems Inc., QIAGEN N.V., Exact Sciences Corp., Bio-Techne Corp., Carestream Health Inc., Myriad Genetics Inc., Cepheid Inc., Invitae Corporation, Accuray Inc., Canon Medical Systems Corporation, NanoString Technologies Inc., Asuragen Inc., Caris Life Sciences Inc., HTG Molecular Diagnostics Inc., Oncnostics GmbH, Perseus Proteomics Inc., VolitionRx Ltd..

Major companies operating in the head and neck cancer diagnostics market are developing new products such as antibodies to gain a competitive edge in the market. Antibodies are proteins produced by the immune system in response to the presence of foreign substances, such as bacteria, viruses, or other pathogens.

### Segments:

- 1) By Diagnostic Method: Diagnostic Imaging Equipment, Endoscopy Screening Equipment, Biopsy Screening Tests, Dental Diagnostic Methods, Other Diagnostic Methods
- 2) By Channel: Retail and Specialty Pharmacies, Hospital Pharmacies, Online Pharmacies
- 3) By End-User: Hospitals, Diagnostic Centers, Other End Users

### Geographical Insights: North America Leading The Market

North America was the largest region in the head and neck cancer diagnostics market in 2023. Asia-Pacific is expected to be the fastest-growing region during the forecast period, driven by expanding healthcare facilities and increasing awareness of the benefits of head and neck cancer diagnostics.

### Head And Neck Cancer Diagnostics Market Definition

Head and neck cancer diagnostics refers to the process of detecting and confirming the presence of malignant cells in the head and neck region by a combination of physical examination, imaging tests, medical history evaluation, and tissue biopsy. It is commonly used to treat squamous cell carcinomas, laryngeal cancer, and hypopharyngeal cancer.

Head And Neck Cancer Diagnostics Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Head And Neck Cancer Diagnostics Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [head and neck cancer diagnostics market size](#), head and neck cancer diagnostics market drivers and trends, head and neck cancer diagnostics market major players, head and neck cancer diagnostics competitors' revenues, head and neck cancer diagnostics market positioning, and head and neck cancer diagnostics market growth across geographies. The head and neck cancer diagnostics market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham  
The Business Research Company  
+44 20 7193 0708  
info@tbrc.info

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