Radiation Oncology Treatment Planning Software Market to Worth USD 4.75 Billion by 2032 | SNS Insider

The market is experiencing rapid growth, driven by AI advancements, rising cancer cases, and increasing adoption of precision medicine.

AUSTIN, TX, UNITED STATES, February 11, 2025 /EINPresswire.com/ -- According to Research by SNS Insider, The Radiation Oncology Treatment Planning Software Market was valued at USD 2.18 billion in 2023 and is projected to reach USD 4.75 billion by 2032, growing at a steady CAGR of 9.04% over the forecast period from 2024 to 2032.

Radiation Oncology Treatment Planning Software Market

The growth is mainly due to the increasing rates of cancer in the population; technological advancements pertaining to radiation therapy; and the rapidly increasing adoption of precision medicine approaches are the primary contributing factors. Overall, with constantly increasing cancer incidents worldwide, high-end treatment planning software is getting more demand regarding the efficiency as well as preciseness of a radiation therapy method.

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Major industry players include DOSIsoft SA, Koninklijke Philips N.V., MIM Software Inc., RaySearch Laboratories, Elekta, Brainlab AG, IBA Worldwide, Accuray Incorporated, VIEWRAY TECHNOLOGIES, INC., and Varian Medical Systems, Inc.

By Product, the Treatment Planning System segment led the market in 2023, capturing 32.04% of the total revenue.

Factors that are driving the adoption of these systems include their capacity to increase radiation dose precision while ensuring better overall treatment efficacy. The demand for consulting and

optimization services is also growing rapidly as health institutions seek advice on the implementation of cutting-edge solutions related to oncology treatment. Another factor adding to the growth of this segment is the rise in cloud-based software services and workflow optimization tools.

By Therapy Type, IMRT and VMAT have gained significant traction in 2023

Due to their precision in delivering high radiation doses while sparing adjacent healthy tissues from potential damage. Radiation modulated by IMRT can be intensified with modularity, such that, a specific dose can be delivered in a customized manner to the target site, whereas, VMAT can administer continuous arc therapy with shorter treatment times and improved patient comfort. Additional innovations are on the cards for these therapy types with increasing demand for non-invasive, image-guided radiation therapy real-time tumor tracking, and adaptive radiotherapy.

By End-User, Hospitals, and physician's offices held the largest share of the market in 2023

Due to their well-equipped infrastructure and complex oncology case-handling capabilities. Meanwhile, the growth rate for cancer treatment centers and research institutions accelerates due to continued investment in advanced radiation therapy technology and ongoing clinical studies. Government institutions are also expected to contribute to market expansion by funding new cancer programs and implementing new radiation oncology solutions.

North America dominated the Radiation Oncology Treatment Planning Software Market in 2023, accounting for 42.02% of global revenue.

This leadership is due to the well-established healthcare infrastructure in the region, the high adoption of advanced oncology treatment technologies, and increasing cancer incidence rates. The presence of leading market players, along with strong government initiatives for cancer treatment and research, further supports the market's dominance in this region. The Asia-Pacific region is the most rapidly growing market for radiation therapy solutions. It has experienced high adoption of such solutions. Growth in the market can be attributed to the increased investment in healthcare, increasing awareness about the latest options in cancer treatment, and increasing cancer patient population.

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Table of Contents – Major Key Points

5. Statistical Insights and Trends Reporting
6. Competitive Landscape
7. Radiation Oncology Treatment Planning Software Market by Product
8. Radiation Oncology Treatment Planning Software Market by Therapy Type
9. Radiation Oncology Treatment Planning Software Market by End-User
10. Regional Analysis
11. Company Profiles
12. Use Cases and Best Practices
13. Conclusion

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