

Leading Driver In The Head And Neck Cancer (HNC) Market 2025: Rising Cigarette Smoking Fuels Growth In Market

The Business Research Company's Head And Neck Cancer (HNC) Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, February 25, 2025
[/EINPresswire.com/](#) -- How Is The [Head And Neck Cancer HNC Market](#)

Presently Faring And What Is Its Projected Growth?



The head and neck cancer HNC market has seen robust growth in recent years, growing from \$2.00 billion in 2024 to an anticipated \$2.17 billion in 2025. This represents a compound annual growth rate CAGR of 8.2%. Factors such as an increase in HPV-related cancers, increased rates of smoking and alcohol consumption, increased investment in cancer research, rising awareness and early diagnosis, and an ageing population account for this growth.



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What Should We Expect From The Head And Neck Cancer HNC Market In The Future?

The HNC market is predicted to enjoy prolific growth in upcoming years, projected to reach \$2.93 billion by 2029 at

a CAGR of 7.8%. The growth in the forecast period can be attributed to expanding health care infrastructure, increasing patient demographics, an ageing population, increasing healthcare expenditures, and the prevalence of tobacco use and alcohol consumption. The forecast period is set to see major trends such as advancements in immunotherapy, the advent of targeted therapies, technological integrations, the incorporation of artificial intelligence AI, and growth in precision medicine.

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What Is Driving The Growth Of The Head And Neck Cancer HNC Market?

The increasing occurrence of cigarette smoking is driving the expansion of the HNC market. Cigarette smoking brings with it associated health risks and addiction. The increasing trend among smokers is often induced by factors such as stress, social influences, aggressive marketing, and easy accessibility of tobacco products. Drugs that target head and neck cancers help offset the damaging effects of cigarette smoking by targeting molecular alterations caused by smoking and treating tobacco-associated cancers, making a strong case for the reduction of exposure to carcinogens related to smoking for more effective treatment outcomes.

What Major Companies Are Influencing The Head And Neck Cancer HNC Market?

Key players on the HNC scene include Pfizer Inc., Siemens Healthcare Private Limited, F. Hoffmann-La Roche Ltd., Merck KGaA, AbbVie Inc., Bayer Healthcare AG, Sanofi S.A., Bristol-Myers Squibb Company, AstraZeneca Plc, GlaxoSmithKline PLC, Takeda Pharmaceutical Company Limited, Eli Lilly and Company, Koninklijke Philips N.V., Boehringer Ingelheim, Fresenius Kabi AG, Incyte Corporation, Exelixis Inc., Astellas Pharma Inc., Rakuten Medical Inc., and Merus N.V.

Which Key Trends Are Emerging In The Head And Neck Cancer HNC Market?

Key players are concentrating on developing innovative formulations like immune oncology drugs to improve treatment efficacy, increase patient survival rates and manage complex and advanced-stage cancers more effectively. Immuno-oncology drugs utilize the body's immune system to recognize and combat cancer cells.

What Does The Segment Breakdown Of The Head And Neck Cancer HNC Market Look Like?

1 By Type: Laryngeal Cancer, Pharyngeal Cancer, Salivary Gland Cancer, Lip And Oral Cavity Cancer, Nasopharyngeal Cancer, Other Types

2 By Treatment: Chemotherapy, Surgery, Radiation Therapy, Targeted Therapy, Other Treatments

3 By Diagnosis: Bioscopy Screening Tests, Blood Tests, Dental Diagnosis, Imaging, Endoscopy

4 By Distribution Channel: Hospitals Pharmacies, Retail Pharmacies, E-commerce

5 By End User: Hospital, Specialty Clinics, Ambulatory Surgical Centers, Other End Users

The following are the subsegments:

1 By Laryngeal Cancer: Supraglottic Laryngeal Cancer, Glottic Laryngeal Cancer, Subglottic Laryngeal Cancer

2 By Pharyngeal Cancer: Oropharyngeal Cancer, Nasopharyngeal Cancer, Hypopharyngeal Cancer

3 By Salivary Gland Cancer: Parotid Gland Cancer, Sublingual Gland Cancer, Submandibular Gland Cancer, Minor Salivary Gland Cancer

4 By Lip And Oral Cavity Cancer: Lip Cancer, Buccal Mucosa Cancer, Tongue Cancer, Gingival Cancer, Palate Cancer

5 By Nasopharyngeal Cancer: Early-Stage Nasopharyngeal Cancer, Advanced-Stage Nasopharyngeal Cancer

6 By Other Types: Thyroid Cancer, Esophageal Cancer, Sinonasal Cancer

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How Is The Head And Neck Cancer HNC Market Performing Regionally?

In 2024, North America emerged as the leading region in the HNC market, but it is Asia-Pacific that is predicted to be the fastest-growing region moving forward. The regions examined in the HNC market report encompass regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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