

Mammography Market to Surpass \$5.3B by 2031 Driven by AI, 3D Imaging & Global Demand | DataM Intelligence

Explore the booming mammography market, driven by tech innovation, AI, and rising global awareness of breast cancer screening.

AUSTIN, TX, UNITED STATES, May 28, 2025 /EINPresswire.com/ -- The global [mammography market](#) is currently valued at over USD 2.5 billion and is expected to grow at a compound annual growth rate (CAGR) of approximately 10.1%, potentially surpassing USD 5.3 billion by 2031. This growth reflects a strong push towards early diagnosis and a proactive approach to women's health.



The mammography market is undergoing a transformation, fueled by rapid technological innovation, heightened awareness around breast cancer, and government-backed screening programs. Mammography, a specialized medical imaging technique used to examine breast tissue, remains one of the most effective tools in the early detection of breast cancer, enabling timely intervention and improved survival rates.

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The mammography market, valued at \$2.5B in 2024, is projected to exceed \$5.3B by 2031 driven by AI, 3D imaging, and rising global demand for early breast cancer detection”

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In recent years, the market has shifted significantly from traditional analog machines to advanced digital and 3D mammography systems. These modern systems offer superior imaging clarity, lower radiation exposure, and faster diagnosis,

significantly boosting their adoption across hospitals, diagnostic centers, and mobile screening units.

Key Growth Drivers

1. Technological Innovation

The integration of digital breast tomosynthesis (3D mammography), artificial intelligence (AI), and machine learning into imaging systems is revolutionizing breast cancer detection. These technologies enhance the accuracy of results by minimizing false positives and negatives, reducing the need for follow-up tests.

2. Rising Prevalence of Breast Cancer

Globally, breast cancer continues to be one of the most commonly diagnosed cancers among women. The need for reliable, early detection tools has led to increasing investments in mammography infrastructure, especially in developing nations.

3. Government Initiatives and Awareness Campaigns

Public health programs aimed at raising awareness and subsidizing screening have played a major role in encouraging regular mammograms. National and regional efforts to make screenings accessible particularly in rural or underserved areas are also helping fuel demand.

4. Aging Population

The growing elderly population, particularly in developed countries, represents a significant patient base. Since the risk of breast cancer increases with age, the demand for regular screenings is expected to rise steadily.

Regional Outlook

North America

North America leads the global mammography market thanks to robust healthcare infrastructure, high public awareness, and favorable reimbursement policies. Technological adoption is also swift, with a notable shift toward AI-enabled mammography units.

Asia-Pacific

The Asia-Pacific region is projected to experience the fastest growth. Countries like China, India, and Japan are investing heavily in healthcare modernization, with government-led cancer screening initiatives gaining momentum.

Europe

Europe remains a key market due to its strong public health systems and well-established screening programs. Many countries have national-level breast cancer screening policies that ensure regular mammograms for women in specified age brackets.

Leading Companies in the Market

Fujifilm Holdings Corporation

GE Healthcare

Hologic Inc

General Medical Merate SpA

Koninklijke Philips NV

Metaltronica SpA

Konica Minolta Inc

Planmed Oy

Siemens Healthineers

Carestream Health

Canon Medical Systems

Recent Developments

The mammography landscape has seen a wave of developments over the past year:

Private Investment Activity: Interest in key mammography players has intensified, with large private equity firms showing a willingness to invest in or acquire leading diagnostic companies. This highlights the sector's profitability and long-term growth potential.

AI-powered Screening: AI integration in mammography systems has shown measurable success in improving diagnostic accuracy. In clinical practice, AI-assisted reads are helping radiologists detect cancers earlier and with greater confidence, without increasing false alarms.

New Product Launches: Leading manufacturers are unveiling systems equipped with synthetic 2D imaging, contrast-enhanced mammography, and remote access capabilities, which are particularly useful for remote consultations and second opinions.

Strategic Collaborations: Companies are forming partnerships with hospitals, research centers, and governments to expand mammography coverage and accelerate clinical trials for emerging technologies.

Latest News – USA

In the United States, the mammography market continues to grow rapidly. The shift toward digital breast tomosynthesis is nearly complete, with most healthcare providers now relying on 3D imaging for improved accuracy. Regulatory bodies remain focused on maintaining high standards for imaging quality and patient safety.

Meanwhile, the adoption of AI-assisted systems has gained traction, especially in urban diagnostic centers, where high patient throughput demands quicker and more reliable results. Recent federal efforts have focused on extending screening programs to lower-income and rural communities through mobile mammography units and community outreach programs.

With strong support from insurers and an emphasis on preventive care, the U.S. market is on a clear upward trajectory.

Latest News – Japan

Japan is seeing substantial investments in breast cancer screening infrastructure. The government has rolled out nationwide screening campaigns aimed at increasing participation rates, which have historically been lower than in Western countries.

The rising elderly population and growing public awareness have prompted hospitals and clinics to upgrade to digital mammography systems. Additionally, several Japanese manufacturers are launching AI-powered diagnostic tools tailored for local demographics, including features optimized for dense breast tissue, which is more common among Asian women.

Efforts are also being made to address the stigma and cultural barriers around breast health by launching awareness drives and offering female-only screening environments.

Market Segmentation:

By Type: Digital Mammography, Analog Mammography, Diagnostic Mammography, and Others.

By Dimension: 2D, 3D, Combined.

By Application: Oncology and Others.

By End-User: Diagnostic Centres, Hospitals and Other.

By Region: North America, Latin America, Europe, Asia Pacific, Middle East, and Africa.

Conclusion

The mammography market is poised for strong and sustained growth, fueled by technological innovation, public health initiatives, and a growing focus on early detection. With increasing integration of AI, 3D imaging, and patient-friendly designs, the future of mammography looks promising not just in developed regions like North America and Japan, but also in emerging markets worldwide. As awareness rises and technologies evolve, mammography will continue to play a pivotal role in improving women's health outcomes globally.

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