

Cancer Molecular Diagnostics Market Poised for Rapid Growth: Innovative Technologies and Rising Global Demand 2025

The Global Cancer Molecular Diagnostics market is expected to grow at a CAGR of 6.30% during the forecast period 2024-2031.

AUSTIN, TX, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- Overview of the Market:

The Global [Cancer Molecular Diagnostics Market](#) is witnessing strong growth driven by the rising global cancer burden, increasing adoption of precision medicine, and advancements in diagnostic technologies. Molecular

diagnostics play a crucial role in the early detection, prognosis, and monitoring of cancer, enabling healthcare providers to design targeted and personalized treatment approaches. The shift toward non-invasive testing, biomarker-based diagnostics, and the integration of next-generation sequencing (NGS) platforms is transforming the landscape of cancer care, making molecular diagnostics an indispensable part of oncology.

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The Global Cancer Molecular Diagnostics Market is rapidly growing, driven by advanced technologies, rising cancer prevalence, and demand for early, precise detection solutions.”

DataM Intelligence

The increasing prevalence of breast, lung, colorectal, and prostate cancer needs more precise and reliable diagnostic procedures. Among market segments, polymerase chain reaction (PCR)-based diagnostics remain the most widely used, owing to their high sensitivity and cost-effectiveness. Regionally, North America dominates the market, supported by high healthcare spending, advanced diagnostic infrastructure, and strong adoption of personalized medicine, while Asia-Pacific is emerging as the fastest-growing region due to rising healthcare

investments and increasing cancer prevalence.



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Key Highlights from the Report:

The Global Cancer Molecular Diagnostics Market is expected to grow steadily, registering a CAGR of 6.30% through 2031.

PCR-based diagnostic tests remain the most widely used and hold the largest share of the market.

While North America now leads the market, the Asia-Pacific region is expected to see the highest growth in the future years.

Advances in next-generation sequencing (NGS) are driving innovation and expanding applications in cancer diagnostics.

Liquid biopsy is developing as a game changer, opening up new prospects and changing the commercial landscape.

Stronger partnerships between pharmaceutical companies and diagnostic firms are accelerating innovation and product development.

Market Segmentation:

The Cancer Molecular Diagnostics Market is categorized by product type, technology, cancer type, and end-user segments.

By product type, reagents and kits hold the largest share due to their frequent usage in testing procedures and high demand across diagnostic laboratories. A significant share also comes from instruments and software, fueled by advancements in automation and AI-driven analytics.

Based on technology, PCR dominates the segment, followed by NGS and in-situ hybridization. While PCR remains the gold standard for many cancer diagnostics, NGS is increasingly being adopted for its ability to analyze multiple genetic mutations simultaneously, offering comprehensive genomic profiling.

In terms of cancer type, breast cancer and lung cancer diagnostics account for the largest share, driven by their high global prevalence. Colorectal and prostate cancers also contribute significantly to market demand.

From the end-user perspective, hospitals and diagnostic laboratories remain the primary users of cancer molecular diagnostics, followed by research institutes and academic centers engaged in clinical trials and biomarker research.

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Regional Insights:

Regionally, North America dominates the Cancer Molecular Diagnostics Market, supported by high awareness levels, reimbursement coverage for molecular tests, and strong presence of leading diagnostic companies. The U.S. accounts for the largest share, thanks to its advanced healthcare system and increasing adoption of precision oncology.

Europe follows closely behind, with Germany, France, and the United Kingdom being major contributors due to well-established healthcare frameworks and strong research activities in cancer genomics.

Meanwhile, Asia-Pacific is expected to be the fastest-growing area over the forecast period. Factors such as rising cancer incidence, growing healthcare investments in China and India, and the adoption of advanced diagnostic technologies in Japan and South Korea are fueling market growth.

In the Middle East & Africa, the market is gradually expanding with increasing investments in cancer research and growing awareness about early detection. Latin America, led by Brazil and Mexico, is also witnessing steady adoption of molecular diagnostics in oncology.

Market Dynamics:

Market Drivers

The primary driver of the Cancer Molecular Diagnostics Market is the rising global cancer burden, which has significantly increased demand for advanced diagnostic solutions. Personalized medicine and precision oncology are gaining momentum, encouraging the adoption of biomarker-based diagnostics. Furthermore, technological innovations such as NGS, liquid biopsy, and digital PCR are enhancing diagnostic accuracy and efficiency, accelerating their uptake worldwide.

Market Restraints

Molecular diagnostic tests and equipment are often expensive, making them a significant challenge for wider adoption, especially in developing economies. Regulatory hurdles and the lack of skilled professionals in certain regions also hinder widespread adoption. Additionally, challenges related to test standardization and reimbursement policies pose constraints for market growth.

Market Opportunities

The fast-growing fields of liquid biopsy and companion diagnostics are opening up exciting new opportunities for companies in the industry. Increasing investments in cancer research, coupled with growing collaborations between pharmaceutical firms and diagnostic companies, are expected to foster innovation. Emerging markets, particularly in Asia-Pacific and Latin America,

present untapped opportunities due to rising healthcare expenditure and government support for advanced cancer diagnostics.

Frequently Asked Questions (FAQs):

How Big is the Cancer Molecular Diagnostics Market?

Who are the Key Players in the Global Cancer Molecular Diagnostics Market?

What is the Projected Growth Rate of the Cancer Molecular Diagnostics Market?

What is the Market Forecast for 2032?

Which Region is Estimated to Dominate the Cancer Molecular Diagnostics Industry through the Forecast Period?

Company Insights:

Key players operating in the global Cancer Molecular Diagnostics Market include:

Abbott Laboratories

Bayer Healthcare

Becton Dickinson

Cepheid

Dako

Danaher Corporation

Qiagen N.V.

Roche Diagnostics

Siemens Healthcare

Sysmex Corporation

Beckman Coulter

bioMérieux

bioTheranostics

Genera Biosystems

Genomic Health

Genomix Biotech

Nuvera Biosciences

Orion Genomics.

Recent Developments:

USA

In May 2025, a U.S.-based diagnostics firm launched a new liquid biopsy test for early lung cancer detection.

In November 2024, Thermo Fisher Scientific expanded its oncology diagnostics portfolio by introducing a new NGS-based test kit.

Japan

In June 2025, a leading Japanese biotechnology company announced a collaboration with hospitals for AI-powered cancer diagnostic solutions.

In October 2024, Japan witnessed the launch of a breast cancer companion diagnostic test to support personalized therapy.

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Conclusion:

The Cancer Molecular Diagnostics Market is undergoing rapid transformation, driven by the convergence of technological innovation, rising cancer incidence, and growing emphasis on precision medicine. With strong growth potential across developed and emerging regions, the market is expected to witness robust expansion in the coming years. As advancements in NGS, liquid biopsy, and biomarker-based testing continue, molecular diagnostics will play an increasingly critical role in shaping the future of oncology.

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