

# Breast Cancer Mammography Screening Market Size to Hit \$7.94B by 2034 | 8.6% CAGR

*The global breast cancer mammography screening market size was worth around USD 4.10 billion in 2024 and is predicted to grow to around USD 7.94 billion by 2034*

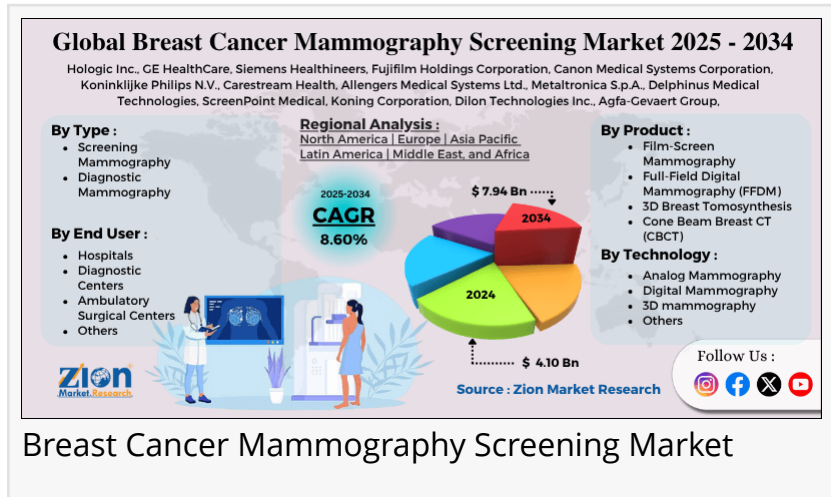
PUNE, MAHARASHTRA, INDIA,  
September 3, 2025 /EINPresswire.com/  
-- The [global breast cancer mammography screening market Size](#) was valued at USD 4.10 billion in 2024 and is projected to reach USD 7.94

billion by 2034, expanding at a compound annual growth rate (CAGR) of approximately 8.60% between 2025 and 2034. Growth is fueled by government-led population screening programs, rapid adoption of digital breast tomosynthesis (DBT), and the integration of artificial intelligence (AI)-based diagnostic tools into clinical workflows.

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Breast cancer mammography screening market size was worth around USD 4.10 billion in 2024 and is predicted to grow to around USD 7.94 billion by 2034, (CAGR) of roughly 8.60% between 2025 and 2034.”

*Deepak Rupnar*



Breast Cancer Mammography Screening Market

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## Market Overview

Breast cancer remains the most commonly diagnosed cancer among women worldwide, making early detection critical. Mammography screening has been the backbone of early detection programs for decades, and its evolution

from analog to digital and now to 3D tomosynthesis has significantly improved diagnostic accuracy. The market is experiencing accelerated momentum due to regulatory mandates, awareness campaigns, and technological advancements. AI-driven software solutions for lesion detection, breast density measurement, and workflow automation are reshaping the efficiency

and accuracy of mammography.

The combination of technological innovation, expanding access to screening, and rising breast cancer incidence rates ensures steady growth for the market over the coming decade.

#### Key Insights:

As per the analysis shared by our research analyst, the global breast cancer mammography screening market is estimated to grow annually at a CAGR of around 8.60% over the forecast period (2025-2034)

In terms of revenue, the global breast cancer mammography screening market size was valued at around USD 4.10 billion in 2024 and is projected to reach USD 7.94 billion by 2034.

The breast cancer mammography screening market is projected to grow significantly owing to the rising number of advocacy campaigns and awareness, integration of AI in mammography interpretation, and the surging number of outreach programs and mobile mammography units.

Based on type, the screening mammography segment is expected to lead the market, while the diagnostic mammography segment is expected to grow considerably.

Based on product, the Full-Field Digital Mammography (FFDM) segment leads the market, while the 3D breast tomosynthesis segment is projected to grow remarkably.

Based on technology, the digital mammography is the dominating segment, while the 3D mammography segment is projected to witness sizeable revenue over the forecast period.

Based on end-user, the hospitals segment is expected to lead the market compared to the diagnostic centers segment.

Based on region, North America is projected to dominate the global market during the estimated period, followed by Europe.

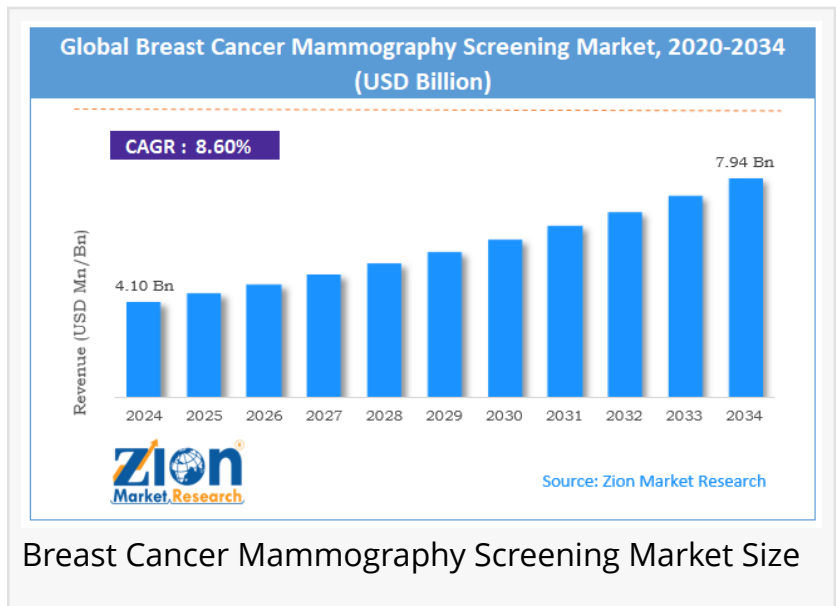
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#### Market Segmentation

##### By Technology

The market is dominated by 2D full-field digital mammography and digital breast tomosynthesis (DBT/3D). While 2D mammography still holds a significant share due to its wide installed base, DBT is rapidly gaining ground and is expected to become the standard of care globally by 2034. Analog mammography persists in some rural and emerging regions but is steadily being phased out.



DBT adoption is primarily driven by its ability to improve cancer detection rates and reduce false positives, particularly in women with dense breast tissue. As governments and healthcare providers aim to improve accuracy and reduce unnecessary recalls, DBT systems are increasingly preferred in procurement decisions.

#### By Solution Type

The breast cancer mammography screening market can be divided into hardware systems, software solutions, and services. Hardware systems, including 2D and DBT machines, represent the largest share today, especially in replacement and upgrade cycles. However, the software category is expected to grow fastest, supported by AI-based image analysis, computer-aided detection (CAD), breast density assessment, dose optimization, and compliance monitoring. Service offerings, such as system installation, calibration, maintenance, and training, remain vital, particularly in emerging regions and for mobile screening units.

#### By Screening Pathway

There are two primary screening pathways: population-based organized screening programs and opportunistic or diagnostic screening. Organized programs, supported by national or regional governments, dominate the market by ensuring large-scale coverage and regular intervals for eligible women. Opportunistic screening, typically carried out when patients visit healthcare providers for unrelated concerns, also contributes significantly, especially in markets without formalized national screening programs.

#### By End User

The largest end users of mammography screening systems are hospitals and academic medical centers, which perform both screening and diagnostic follow-ups. Independent imaging centers and diagnostic chains form the second-largest segment, driven by high patient throughput and convenience. Mobile screening units, often operated by public health organizations, NGOs, or governments, are expanding rapidly in underserved areas, while smaller shares come from employer-led health programs and private clinics.

#### Regional Insights

##### North America

North America leads the global market, underpinned by early and widespread adoption of DBT technology, favorable reimbursement policies, and well-established population screening programs. The U.S. market is further supported by density notification laws that encourage additional imaging for women with dense breasts. AI adoption is scaling rapidly to support radiologist productivity amid staffing shortages. Canada, while smaller, maintains robust government-led programs.

##### Europe

Europe accounts for a large share of the global market, supported by strong public healthcare systems and organized screening programs. Countries such as the UK, France, Germany, and the

Nordic nations have long-standing screening mandates that ensure consistent demand. Compliance with EU MDR regulations and sustainability requirements are influencing purchasing decisions, with vendors emphasizing product safety, efficiency, and service quality.

#### Asia Pacific

The Asia Pacific region is expected to be the fastest-growing market through 2034, driven by rapid urbanization, healthcare infrastructure improvements, and government investment in screening programs. China and India are expanding screening access, while Japan, South Korea, and Australia are already advanced markets with growing adoption of DBT and AI solutions. Mobile mammography units are particularly significant in rural and semi-urban areas, bridging the accessibility gap.

#### Latin America

The Latin American market is smaller but growing steadily, with Brazil, Mexico, and Chile at the forefront. Adoption is influenced by healthcare budget allocation and government initiatives. Mobile and donor-funded programs are key to expanding screening coverage.

#### Middle East & Africa

The Middle East and Africa region represents the smallest share of the market but offers growth potential in select economies, such as the GCC countries, South Africa, and Egypt. Wealthier Middle Eastern nations are increasingly investing in DBT technology, while much of Africa relies on international aid and mobile units to deliver basic screening services. Vendor partnerships and training programs are essential for market penetration.

#### Market Drivers

Rising breast cancer incidence: Increasing cases worldwide necessitate widespread early detection efforts.

Government-backed screening programs: Organized national and regional programs ensure large-scale demand.

Shift to digital breast tomosynthesis: DBT offers higher accuracy and lower recall rates, driving replacement demand.

AI-powered tools: AI enhances diagnostic accuracy, reduces radiologist workload, and improves efficiency.

Mobile outreach: Portable and mobile units expand screening access in underserved and rural regions.

Quality and compliance requirements: Regulations on dose monitoring, breast density notification, and screening quality increase the adoption of advanced systems.

#### Market Challenges

Workforce shortages: Lack of radiologists and trained technologists strains screening capacity.

High capital costs: DBT systems and AI solutions require significant upfront investment, which may limit adoption in cost-sensitive markets.

Reimbursement variability: Differences in reimbursement policies across countries affect adoption speed.

Data privacy and compliance issues: AI adoption raises concerns over algorithm validation, bias, and regulatory oversight.

Infrastructure gaps in emerging regions: Limited budgets and inadequate healthcare systems hinder widespread screening implementation.

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## Competitive Landscape

The market is moderately consolidated, with global leaders dominating in equipment, while a diverse group of specialized companies lead in AI and software innovation.

System and Equipment Manufacturers: Hologic, GE HealthCare, Siemens Healthineers, FUJIFILM Healthcare, Canon Medical Systems, Planmed Oy, IMS Giotto, and Metaltronica are the leading vendors of mammography machines.

AI and Software Innovators: iCAD, Lunit, ScreenPoint Medical, Kheiron Medical, Therapixel, Volpara Health, and Qure.ai are notable players developing AI-based CAD, density assessment, and analytics solutions.

Imaging IT Providers: Sectra, Intelrad, Merative, and enterprise imaging divisions of GE, Siemens, and Philips provide workflow, PACS, and integration platforms.

Strategic partnerships between equipment vendors and AI companies are becoming common, as bundled solutions offer hospitals and imaging centers more value through integrated diagnostic and workflow tools.

## Future Outlook

The global breast cancer mammography screening market is expected to transition from 2D to 3D imaging as the standard of care over the next decade. AI will increasingly be integrated into screening programs, enabling productivity gains and improved cancer detection. Emerging regions, particularly in Asia Pacific, will drive incremental growth, supported by mobile screening initiatives and government investment. Vendors that provide bundled hardware, software, and service solutions, along with financing flexibility, will be best positioned to capture market share.

By 2034, the market will reflect a balanced combination of high-end DBT installations in developed economies and expanded access programs in emerging markets, reinforcing the role of mammography as a critical pillar of global breast cancer care.

## Key Players

Hologic, Inc.

GE HealthCare

Siemens Healthineers  
FUJIFILM Healthcare  
Canon Medical Systems  
Planmed Oy  
IMS Giotto (GMM Group)  
Metaltronica  
iCAD, Inc.  
Lunit  
ScreenPoint Medical  
Kheiron Medical Technologies  
Therapixel  
Volpara Health  
Sectra AB  
Intelrad Medical Systems  
Merative

## Conclusion

The global breast cancer mammography screening market is set to nearly double in value between 2024 and 2034. The convergence of advanced imaging technologies, AI-driven innovations, and government-backed screening programs will sustain strong growth. While developed markets focus on upgrading to DBT and integrating AI, emerging economies will expand access through mobile and public screening initiatives. The decade ahead presents significant opportunities for vendors, policymakers, and healthcare providers to strengthen early detection and ultimately improve breast cancer outcomes worldwide.

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