

# Prostate Cancer Hormone Therapy Market to Reach US\$ 79.89 Bn by 2032, Reports Persistence Market Research

*The prostate cancer hormone therapy market is driven by adoption of targeted treatments, AI-powered personalization, and expanding global healthcare access.*

BRENTFORD, ENGLAND, UNITED KINGDOM, October 7, 2025

/EINPresswire.com/ -- The global [prostate cancer hormone therapy market](https://www.persistencemarketresearch.com/samples/35516) is on an aggressive growth trajectory, forecasted to expand from a valuation of US\$ 20.54 billion in 2025 to US\$ 79.89 billion by 2032, at a compound annual growth rate (CAGR) of 20.9%. This remarkable acceleration is attributed to rising global awareness about prostate cancer, increased screening initiatives, and rapid adoption of next-generation hormone therapies. The shift from conventional treatment to personalized, AI-driven therapy regimes and oral hormone therapeutics is fundamentally redefining the market's structure.

Advanced hormone therapies, particularly androgen receptor inhibitors (ARIs) and GnRH receptor antagonists, are leading the charge, supported by continuous pharmaceutical innovation and strategic industry collaborations. As the population ages and prostate cancer prevalence rises globally, the demand for targeted, minimally invasive, and patient-centric treatments is pushing both innovation and commercial growth.

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## Key Industry Highlights

Androgen receptor inhibitors dominate the drug class, capturing 38.3% market share, led by key brands such as Xtandi (enzalutamide) and Zytiga (abiraterone acetate).

The image shows the cover of a research report titled "Prostate Cancer Hormone Therapy Market Forecast (2025-2032)". The cover features the Persistence Market Research logo at the top right. The main title is in bold blue text. Below the title, it says "The Ultimate & Practical Overview" in a white box. At the bottom, there is a contact email: Sales@persistencemarketresearch.com. On the right side, there is a circular image showing two hands holding a blue ribbon, which is a symbol for prostate cancer awareness. The background of the cover is white with blue and red accents.

North America remains the most significant regional market, holding 50.9% share due to robust healthcare infrastructure and R&D investments.

Asia Pacific is the fastest-growing region, with a projected 24% CAGR through 2032, driven by growing cancer awareness and healthcare accessibility.

Integration of AI-driven personalization is enhancing the effectiveness and safety profile of hormone therapies.

Combination therapies, notably AKEEGA, are transforming the treatment paradigm for genetically defined prostate cancers.

## Market Dynamics

### Driver: Integration of AI-Based Personalized Hormone Therapy

The rapid adoption of AI in oncology is playing a pivotal role in transforming hormone therapy approaches for prostate cancer. AI-powered platforms analyze genomic, clinical, and demographic data to develop personalized treatment pathways. This technological advancement is significantly improving response rates, minimizing adverse effects, and enabling dynamic therapy adjustments over the course of treatment.

Furthermore, GnRH receptor antagonists, such as relugolix, are gaining clinical traction for offering fast testosterone suppression without the cardiovascular risks associated with earlier therapies. The demand for oral androgen receptor inhibitors like darolutamide is also surging, as they provide greater convenience and compliance for aging patient populations.

### Restraint: Limited Efficacy of Immunotherapy and Therapeutic Vaccines

Despite high expectations, immunotherapy solutions, including sipuleucel-T, have shown limited efficacy in real-world scenarios, especially in metastatic prostate cancer. The modest survival benefit, coupled with complex administration and lack of predictive biomarkers, has restricted their clinical acceptance. Similarly, therapeutic cancer vaccines have not met expected outcomes in large-scale trials, leading to waning investor interest and slower innovation in this segment.

Additionally, late-line hormone therapies face resistance in heavily pre-treated populations, often due to AR splice variants and lack of genomic profiling tools that could guide effective therapy selection.

### Opportunity: Emergence of Dual-Modality and Digital Biomarker Strategies

A major opportunity lies in dual-modality therapies—combining radioligand therapy with hormone-based treatments. Agents like 177Lu-PSMA-617 are showing strong promise in

improving survival outcomes when integrated with next-gen hormone therapies.

Another rapidly evolving area is the use of digital biomarkers and AI algorithms to predict hormone therapy responses. These tools are enabling early-stage intervention, enhancing patient monitoring, and supporting personalized therapy regimes. As healthcare providers and biotech firms increasingly invest in digital health platforms, the scalability of AI-based hormone therapy optimization is likely to expand substantially.

## Category-Wise Analysis

### Drug Class Insights

**Androgen Receptor Inhibitors (ARIs):** With 38.3% market share, ARIs remain the cornerstone of hormone therapy, especially drugs like enzalutamide, apalutamide, and darolutamide, which target the androgen receptor signaling pathway to slow disease progression.

**GnRH Receptor Antagonists:** Emerging as the fastest-growing drug class, these agents offer a favorable safety profile and immediate testosterone suppression. Degarelix and relugolix are gaining popularity for their use in patients with cardiovascular risks.

### Disease State Insights

**Metastatic Castration-Resistant Prostate Cancer (mCRPC):** This segment dominates with a 56.4% market share, supported by high incidence rates and growing usage of next-generation therapies in second- and third-line treatment.

**Non-Metastatic Castration-Resistant Prostate Cancer (nmCRPC):** The fastest-growing segment due to increasing screening efforts and availability of therapies like apalutamide, enzalutamide, and darolutamide, which significantly improve metastasis-free survival.

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### Regional Insights

#### North America

North America continues to lead the global market due to early diagnosis programs, robust reimbursement structures, and significant investments in oncology R&D. The U.S. market is a powerhouse, benefitting from widespread PSA screening, a high prevalence of prostate cancer in aging populations, and insurance-covered access to innovative therapies. Collaborations between institutions like NCI and leading pharmaceutical players are fostering clinical trials and new drug approvals, including AI-based personalization initiatives.

## Europe

Europe represents the second-largest market, supported by favorable public health policies and growing interest in personalized medicine. Countries like Germany are leading in hormone therapy optimization, with institutions such as the DKFZ pioneering real-world studies on AR inhibitors and radioligand therapies. France and the UK are also scaling screening and treatment access through national cancer programs and AI integration into clinical workflows.

## Asia Pacific

Asia Pacific is the most dynamic and fastest-growing region, fueled by rapid urbanization, aging demographics, and expanding healthcare access. China and India are leading the charge, supported by government health initiatives and domestic pharmaceutical investments. China's Healthy China 2030 plan is driving broader cancer screening, while biotech firms are forming strategic alliances to introduce cutting-edge hormone therapies. Countries like Thailand and Vietnam are also expanding their oncology capabilities to attract medical tourism and regional treatment demand.

## Competitive Landscape

The prostate cancer hormone therapy market is highly competitive and fragmented. Established pharmaceutical players dominate with proven AR inhibitors and hormone-based therapies, but emerging biotech companies are aggressively innovating in targeted drug delivery and AI-based personalization.

The shift from injectable to oral hormone therapies is intensifying competition in outpatient and retail segments. Firms are leveraging digital platforms to improve treatment adherence and real-time patient monitoring. Strategic moves—ranging from mergers to licensing deals—are common, particularly in emerging markets where access and affordability are key.

## Key Players

Astellas Pharma Inc.

Pfizer Inc.

Johnson & Johnson Services, Inc.

Bayer AG

Sanofi

Myovant Sciences

Foresee Pharmaceuticals Co., Ltd.

AbbVie Inc.

Endo International plc

Exelixis, Inc.

Bristol Myers Squibb  
Novartis AG  
Sun Pharmaceutical Industries Ltd.

Teva Pharmaceuticals

These companies are prioritizing innovations in drug formulation, targeting genetically defined prostate cancers, and expanding into new geographic markets.

Market Segmentation

By Drug Class

Androgen Receptor Inhibitors  
Gonadotropin-Releasing Hormone (GnRH) Agonists  
GnRH Receptor Antagonists  
Anti-Androgens  
Combination Therapies

By Disease State

Metastatic Castration-Resistant Prostate Cancer (mCRPC)  
Non-Metastatic Castration-Resistant Prostate Cancer (nmCRPC)  
Hormone-Sensitive Prostate Cancer (HSPC)

By Route of Administration

Oral  
Parenteral

By Distribution Channel

Hospital Pharmacies  
Retail Pharmacies & Drug Stores  
Online Pharmacies

By Region

North America  
Europe  
Asia Pacific  
Latin America  
Middle East and Africa

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## Recent Developments

In October 2024, Foresee Pharmaceuticals submitted an NDA to the U.S. FDA for a 3-month formulation of CAMCEVI, aiming to reduce clinic visits and enhance compliance in advanced prostate cancer patients.

In August 2023, Johnson & Johnson secured FDA approval for AKEEGA, a novel dual-action therapy for mCRPC targeting androgen signaling and DNA repair pathways. This treatment is designed for patients with BRCA mutations and HRR gene alterations.

## Future Outlook

The prostate cancer hormone therapy market is poised for transformative growth over the next decade. Key future trends include the wider adoption of AI-driven personalized therapy, the emergence of combination regimens that integrate radioligand and hormone therapies, and increased accessibility of oral therapeutics.

With digital health technologies becoming integral to prostate cancer management, pharmaceutical firms that align innovation with precision oncology will be best positioned to capture long-term market share. Furthermore, expansion into underserved and high-growth regions will be critical, as emerging economies account for an increasing proportion of global cancer diagnoses.

By 2032, the global market is expected to not only expand in size but also evolve into a more precision-focused, digitally enabled, and patient-centric ecosystem, redefining the standard of care in prostate cancer hormone therapy.

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[Radiodermatitis Market](#): The global radiodermatitis market is projected to grow from US\$ 461.7 Mn in 2025 to US\$ 650.5 Mn by 2032, expanding at a CAGR of 4.8% during the forecast period.

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