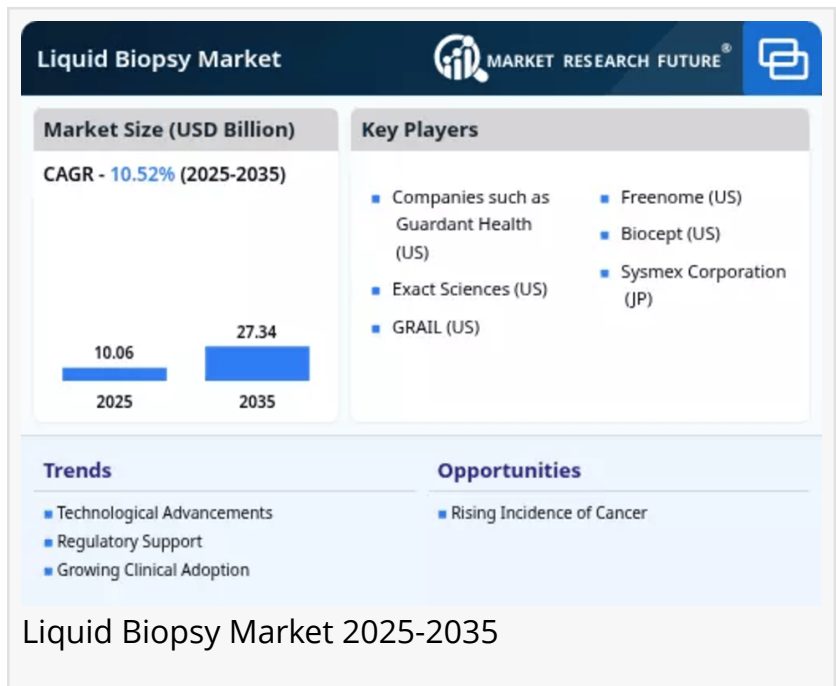


Liquid Biopsy Market to reach USD 27.34 Billion by 2035 at 10.52% CAGR

Liquid Biopsy Market to Surge from USD 10.06 Billion in 2025 to USD 27.34 Billion by 2035---Powered by Rising Cancer Prevalence, Non-Invasive Diagnostic Demand

NY, CA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- As per Market Research Future, the [global Liquid Biopsy Market size](#) is projected to reach USD 27.34 Billion by 2035 from USD 10.06 Billion in 2025, at a CAGR of 10.52% during the forecast period 2025--2035. The market base was estimated at USD 9.1 Billion in 2024.



The 10.52% CAGR---anchored by structural shifts in oncology diagnostics---is propelled by three converging forces: the rising global prevalence of cancer, with the World Health Organization estimating 20.6 million new cancer cases in 2024 and projecting 35 million annual cases by 2050, driving healthcare providers to increasingly adopt liquid biopsy for non-invasive early detection, real-time treatment monitoring, and personalized therapeutic approaches; advancements in diagnostic technologies, particularly next-generation sequencing and digital PCR, which significantly improve sensitivity, specificity, and clinical utility of circulating tumor DNA analysis; and the integration of artificial intelligence and machine learning into liquid biopsy platforms, enhancing diagnostic accuracy, streamlining workflows, and accelerating clinical decision-making.

Global diagnostic companies and health organizations are amplifying this momentum. Guardant Health continues expanding liquid-biopsy innovation through its Infinity platform, while its 2026 collaboration with Nuvalent supports companion-diagnostic development for targeted cancer therapies. Exact Sciences is strengthening regulatory and clinical advancement of blood-based cancer diagnostics, with its Cancerguard multi-cancer early-detection test launched commercially in 2025. GRAIL's Galleri clinical-development program continues to expand clinical evidence for

multi-cancer early detection, with more than 174,000 participants enrolled across NHS-Galleri and PATHFINDER 2, and over 185,000 Galleri tests sold in 2025. According to WHO data, cancer causes nearly 10 million deaths annually, making early detection critical for survival. These forces are creating the clinical infrastructure and patient demand on which the Liquid Biopsy Market depends.

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Key Market Trends & Growth Drivers

Rising Demand for Non-Invasive Cancer Diagnostics

The market is witnessing an increasing demand for minimally invasive diagnostic solutions that enable early cancer detection and real-time monitoring. As cancer rates continue to rise globally, more individuals and healthcare providers are seeking effective alternatives to traditional tissue biopsies. This trend indicates a shift in clinical attitudes towards proactive and patient-friendly diagnostics, with liquid biopsies being recognized for their ability to analyze circulating tumor DNA, exosomes, and circulating tumor cells from simple blood draws. Guardant Health continues expanding liquid-biopsy innovation through its Infinity platform, while its 2026 collaboration with Nuvalent supports companion-diagnostic development for targeted cancer therapies.

Advancements in Diagnostic Technologies

Innovations in diagnostic technologies are becoming a hallmark of the industry. Companies are exploring various analytical platforms, including next-generation sequencing, digital PCR, microfluidics, and exosome isolation techniques. These advancements aim to enhance sensitivity, specificity, and clinical utility, potentially leading to better patient outcomes and increased market penetration. Next Generation Sequencing held approximately 61% of market revenue in 2024, driven by its advanced capabilities in genomic analysis and high-throughput screening. Digital PCR follows closely, emerging as a significant contender for precise quantification of circulating tumor DNA.

Integration of Artificial Intelligence and Machine Learning

The incorporation of artificial intelligence and machine learning into liquid biopsy platforms is gaining traction. AI-driven algorithms are being utilized to enhance the accuracy of mutation detection, streamline data interpretation, and facilitate communication between diagnostic laboratories and clinicians. Roche Diagnostics continues investing in advanced sequencing technologies and AI integration, expanding its liquid biopsy product line through strategic acquisitions to provide more accurate and comprehensive diagnostic solutions.

Increasing Prevalence of Cancer

The rising incidence of cancer globally is a primary driver. According to WHO, approximately 20.6 million new cancer cases were diagnosed worldwide in 2024, with annual incidence projected to reach 35 million by 2050. The market is projected to expand as healthcare providers increasingly prescribe liquid biopsy tests to manage cancer detection, treatment monitoring, and recurrence surveillance. The World Health Organization has identified cancer as a leading cause of mortality, underscoring the urgent need for innovative diagnostic solutions.

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Market Segment Insights

BY APPLICATION

Oncology: Largest segment with 66% share in 2024, driven by high cancer prevalence and increasing emphasis on early detection and personalized treatment approaches. Guardant Health continues expanding clinical utility of liquid-biopsy tests across treatment selection, monitoring, and precision oncology applications.

Prenatal Testing: Fastest-growing segment, appealing to expectant parents seeking non-invasive prenatal testing options with enhanced accuracy.

Treatment Monitoring & Recurrence Monitoring: Positioned as significant segments catering to real-time therapeutic assessment and long-term patient surveillance needs.

BY SAMPLE TYPE

Blood: Largest segment with 69% share in 2024, driven by widespread clinical acceptance and utility as the primary medium for detecting circulating tumor DNA. GRAIL continues advancing blood-based multi-cancer early detection through its Galleri test, with over 185,000 tests sold in 2025.

Urine: Fastest-growing sample type, fueled by minimally invasive collection methods and increasing adoption in early cancer detection systems.

Saliva, Pleural Fluid, Cerebrospinal Fluid: Emerging sample types catering to specialized diagnostic applications and multifaceted therapeutic needs.

BY TECHNOLOGY

Next Generation Sequencing (NGS): Largest segment with 61% share in 2024, driven by advanced capabilities in genomic analysis, high-throughput screening, and comprehensive mutation profiling. Illumina and Thermo Fisher Scientific continue leading NGS platform innovation for liquid biopsy applications.

Digital PCR: Significant and rapidly growing segment, catering to precise quantification of circulating tumor DNA and vital for monitoring treatment responses effectively.

Microfluidics, Exosome Isolation, Circulating Tumor Cells: Novel technologies playing essential roles in advancing liquid biopsy capabilities and expanding diagnostic possibilities.

BY END USE

Hospitals: Largest segment with 58% share in 2024, driven by comprehensive patient care capabilities, advanced diagnostic technologies, and serving as central hubs for conducting liquid biopsy procedures. Roche Diagnostics continues strengthening hospital-based diagnostic infrastructure through portfolio expansion.

Diagnostic Laboratories: Fastest-growing end-use segment, spurred by increasing demand for timely and accurate cancer diagnostics, leading to significant uptick in service offerings and technological advancements in laboratory settings.

Research Institutes & Pharmaceutical Companies: Significant shares, reflecting strong engagement in clinical trials, biomarker discovery, and drug development applications.

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Regional Outlook

North America --- Market Leader in Innovation

North America leads with over 49.45% of global revenue in 2024, generating around USD 4.5 Billion. The region's growth is driven by increasing cancer prevalence, advancements in diagnostic technology, and supportive regulatory frameworks. The FDA's focus on expediting the approval of liquid biopsy tests has further catalyzed market expansion. According to the CDC, cancer is the second leading cause of death in the U.S., with millions of new cases diagnosed annually. The competitive landscape is characterized by continuous innovation and strategic partnerships among leading diagnostic companies.

Europe --- Second Largest Market

Europe was valued at USD 2.73 billion in 2024, representing the second-largest regional market with a 30% share. The region benefits from increasing awareness of early cancer detection and the adoption of personalized medicine. Regulatory bodies like the EMA are actively facilitating the development of innovative diagnostic solutions, with 28 oncology product recommendations in 2024. Leading countries include Germany, France, and the UK, where major diagnostic companies such as Roche Diagnostics and Qiagen are heavily invested.

Asia-Pacific --- Rapidly Growing Market Segment

The Asia-Pacific region accounts for about 15% of the global share, valued at USD 1.82 billion in 2024. The growth is driven by rising healthcare expenditures, increasing cancer incidences, and a growing emphasis on early diagnosis. Countries like China and Japan are leading the charge, with significant contributions from companies like Sysmex Corporation. Governments in countries like China and India are investing heavily in healthcare infrastructure, which is expected to further propel market growth and accessibility of liquid biopsy tests.

Middle East and Africa --- Untapped Potential

The MEA region holds around 5% of the global share, valued at USD 0.1 billion in 2024. The growth potential is significant, driven by increasing cancer awareness and the need for advanced diagnostic solutions. Countries like South Africa and the UAE are at the forefront of adopting innovative healthcare solutions. However, challenges such as limited healthcare infrastructure and regulatory hurdles may impede rapid market development. As investments in healthcare technology increase, the MEA region is poised for gradual growth.

Competitive Landscape and Recent Developments

The Liquid Biopsy Market is characterized by intense competition and rapid growth, driven by increasing prevalence of cancer worldwide and demand for non-invasive diagnostics. The global industry appears moderately fragmented, with several key players exerting significant influence.

KEY COMPANIES AND RECENT MILESTONES

Guardant Health (US): Expanded liquid-biopsy innovation through its Infinity platform, while its 2026 collaboration with Nuvalent supports companion-diagnostic development for targeted cancer therapies. The company reported 38 abstracts at ASCO 2026, highlighting broader clinical utility of liquid-biopsy tests across treatment selection, monitoring, and precision oncology applications.

Exact Sciences (US): Strengthening regulatory and clinical advancement of blood-based cancer diagnostics. Its Cancerguard multi-cancer early-detection test launched commercially in 2025 at

\$689, while its pipeline includes blood-based screening and MRD technologies. The company also secured exclusive U.S. rights to Freenome's blood-based colorectal cancer tests, expanding its regulatory and portfolio-development pathway.

GRAIL (US): Galleri clinical-development program continues to expand clinical evidence for multi-cancer early detection. More than 174,000 participants were enrolled across NHS-Galleri and PATHFINDER 2, while GRAIL sold more than 185,000 Galleri tests in 2025, demonstrating increasing clinical and commercial engagement with blood-based cancer detection.

Other Key Players: Freenome (US), Biocept (US), Sysmex Corporation (JP), Roche Diagnostics (CH), Qiagen (DE), Thermo Fisher Scientific (US), Illumina (US).

Future Outlook: 2025--2035

The Liquid Biopsy Market is projected to reach USD 27.34 billion by 2035, growing at a CAGR of 10.52%, driven by increasing cancer prevalence, technological advancements in non-invasive diagnostics, and rising adoption of precision medicine.

New opportunities lie in:

Development of advanced liquid biopsy platforms for early cancer detection and multi-cancer screening

Partnerships with healthcare providers for integrated diagnostic and treatment-monitoring solutions

Expansion into emerging markets with tailored liquid biopsy services and localized testing infrastructure

By 2035, the Liquid Biopsy Market is expected to be a pivotal component of cancer diagnostics, achieving substantial growth and innovation.

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