Asia-Pacific Bladder cancer Therapeutics & Diagnostics Market- Segmented by type of cancer and geography (2015-2020)

Description: Bladder cancer is a urologic malignancy, arising from the epithelial lining of the urinary bladder. It is the ninth most common cancer worldwide in men and women, with the highest recurrence rate. Though there has been development over the past ten years in bladder cancer treatment, a huge void of unmet needs is yet to be filled. The bladder cancer market is expected to grow modestly from USD 50 million in 2015 at a CAGR of 4-7%.

The Asia-Pacific bladder cancer therapeutics & diagnostic market is segmented based on:

- Type
  - Transitional cell bladder cancer
  - Invasive bladder cancer
  - Superficial bladder cancer
  - Squamous cell bladder cancer
  - Other rare types
- Treatment
  - Chemotherapy
  - Immunotherapy
  - Radiation therapy
  - Surgery
- Major tests
  - Cystoscopy
  - Biopsy
  - Urinalysis
  - Urine Cytology
  - Bladder Ultrasound
- Geography
  - Australia
  - China
  - India
  - Japan
  - Singapore

In Asia-Pacific region, the market for bladder cancer therapeutics & diagnostics is expected to grow due to an increase in awareness and economic status of people, predominantly in the emerging countries like India, China, Japan etc.

Some of the key participants in the industry include Pfizer, GlaxoSmithKline, Sanofi S.A, Roche, Novartis, Eli Lilly and Co, AstraZeneca plc, Bristol-Myers Squibb etc.

Drivers:

- Increasing bladder cancer cases
- Technological developments
- Drug innovations with regard to the bladder cancer
- Government initiatives
- Rise in aging populace
- Advanced health care services
- Upsurge in awareness about bladder diseases and their available therapies in the market
- Increasing health care expenditure

Restraints:

- Rise in the number of patent expirations
- Rise in the use of generic drugs
Asymptomatic nature of the disease

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