
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 currently estimated to be valued at USD 201 million in 2015 and is expected to grow at a CAGR of 2-5%

The North America 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
  - USA
  - Canada
  - Mexico

North America holds the largest market for bladder cancer treatment drugs due to the availability of better health care solutions and rise in bladder cancer cases in the region. The American Cancer Society's in 2015, estimates about 74,000 new cases of bladder cancer diagnosed (about 56,320 in men and 17,680 in women) and about 16,000 deaths from bladder cancer (about 11,510 in men and 4,490 in women) in the US region.

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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