North America Melanoma Diagnostics and Therapeutics Market - Segmented by type of cancer and Geography (2015-2020)

Description: The North America melanoma diagnostics and therapeutics market was valued at USD 1,460 million in 2015 and is expected to reach USD 2,889 million by 2020.

Melanoma is one of the serious types of skin cancer that develops from pigment-containing cells called melanocytes. The market for melanoma diagnostics and therapeutics is increasing at a significant rate due to an increase in the prevalence of melanoma and improvement in healthcare facilities. In addition, government initiatives and technical advancements boost the market growth.

The market for melanoma can be segmented based on:

Types
- Superficial spreading melanoma
- Nodular melanoma
- Lentigo maligna melanoma
- Acral lentiginous melanoma
- Amelanotic melanoma
- Others
- Cutaneous malignant melanoma
- Melanoma of vulva
- Vaginal melanoma or melanoma of black passage
- Cancer Stage
  - Stage 0
  - Stage I
  - Stage II
  - Stage III
  - Stage IV
- Diagnosis
  - Dermatoscopy
  - Sentinel lymph node biopsy
- X-rays
- Blood tests
- CT scan
- Ultrasound
- Treatment
  - Treatment for early stage melanoma
  - Surgery (Excision and Mohs surgery)
  - Treatment for advanced stage melanoma
- Chemotherapy
- Biological therapy
- Radiotherapy
- Targeted therapy
- Immune therapy
- Surgery(Lymphadenectomy)

Geographical regions

USA has the biggest market size, due to its large population and higher prevalence and treatment rates. North America dominates the melanoma diagnostics and therapeutic market.

Abbott Diagnostics, Agilent Technologies, Roche, GlaxoSmithKline, AstraZeneca, Bristol-Myers Squibb, Eli Lilly, Merck, Novartis, Pfizer, Sanofi, Qiagen N.V. Company and Teva Pharmaceuticals to name a few, are the key players of this market.
Drivers

- Increase in melanoma incident cases
- Approval and uptake of premium-priced products
- Effective immunotherapies
- Label extension of current therapies into the new settings
- Government initiatives

Restraints

- Lack of awareness in some developing regions
- High cost associated with the therapy
- Economic crisis
- Regulatory issues

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Contents:

1. Introduction
   1.1 Report Description
   1.2 Research Methodology
2. Executive Summary
3. Market Overview
   3.1 Market Definition
   3.2 Market Drivers
      3.2.1 Increasing incidences of Melanoma cases
      3.2.2 The approval and uptake of premium-priced products
      3.2.3 Effective immunotherapies
      3.2.4 Label extension of current therapies into the new settings
   3.2.5 Government initiatives
   3.3 Market restraints
      3.3.1 Lack of awareness in some developing regions
      3.3.2 High cost associated with the therapy
      3.3.3 Economic crisis
      3.3.4 Regulatory issues
   3.4 Market Opportunities
   3.5 Market Threats
4. Porters Five Force Analysis
   4.1 Bargaining Power of suppliers
   4.2 Bargaining power of buyers
   4.3 Degree of competition
   4.4 Threat of substitution
   4.5 Threat of new entrants
5. Market Segmentation
   5.1 By Cancer Type
      5.1.1 Superficial spreading melanoma
      5.1.2 Nodular melanoma
      5.1.3 Lentigno maligna melanoma
      5.1.4 Acral lentiginous melanoma
      5.1.5 Amelanotic melanoma
      5.1.6 Others
         5.1.6.1 Cutaneous malignant melanoma
         5.1.6.2 Melanoma of vulva
         5.1.6.3 Vaginal melanoma or melanoma of black passage
   5.2 By Cancer stage
      5.2.1 Stage 0
      5.2.1 Stage I
      5.2.1 Stage II
      5.2.1 Stage III
      5.2.1 Stage IV
5.3 By Diagnosis
5.3.1 Dermatoscopy
5.3.2 Sentinel lymph node Biopsy
5.3.3 Blood Tests
5.3.4 X-rays
5.3.5 Ultrasound
5.3.6 CT Scan
5.4 By Treatment
5.4.1 For early melanoma
5.4.1.1 Surgery
5.4.1.1.1 Excision
5.4.1.1.2 Mohs surgery
5.4.2 For advanced melanoma
5.4.2.1 Chemotherapy
5.4.2.2 Biological therapy
5.4.2.3 Radiotherapy
5.4.2.4 Targeted therapy,
5.4.2.5 Immune therapy
5.4.2.6 Surgery
5.4.2.6.1 Lymphadenectomy
5.5 By Geography
5.5.1 North America
5.5.1.1 US
5.5.1.2 Canada
6. Competitive Landscape
7. Company Profiles
7.1 Abbott Diagnostics
7.2 Agilent Technologies
7.3 Roche
7.4 GlaxoSmithKline
7.5 AstraZeneca
7.6 Bristol-Myers Squibb
7.7 Eli Lilly
7.8 Merck
7.9 Novartis
7.10 Pfizer
7.11 Sanofi
7.12 Qiagen N.V. Company
7.13 Teva Pharmaceuticals
8. Appendix
8.1 Abbreviations
8.3 Bibliography
8.4 Disclaimer

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