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

Description: The global melanoma diagnostics and therapeutics market was valued at USD 2,662 million in 2015 and is expected to reach USD 5,450 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 market. Europe also shows potential for higher market expansion because of the treatment rates and market infiltration of premium drugs. However, Japan, China and India in the Asia-Pacific region are expected to be the fastest-growing melanoma diagnostics and therapeutics markets.

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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