
Description: The frequency of kidney cancer, worldwide, has increased in the recent years. Changes in lifestyle, excessive smoking, increased consumption of alcohol and a rise in obesity because of sedentary life routines lead to the growing incidence of the disease. Renal cell carcinoma (RCC), also known as renal cell cancer or renal cell adenocarcinoma, is the most common type of kidney cancer. About 9 out of 10 kidney cancers are renal cell carcinomas.

The Kidney Cancer Market is expected to grow modestly from USD 1,018 million in 2015, at a CAGR of XX%.

The North America kidney cancer therapeutics & diagnostic market is segmented based on:

- Type
  - Renal cell carcinoma
  - Transitional Cell Cancer
  - Renal sarcoma
  - Other rare types
- Major tests
  - Cystoscopy
  - Biopsy
  - Intravenous pyelogram
  - CT Scan an
  - Kidney Ultrasound.
- Geography
  - USA
  - Canada
  - Mexico

In addition, the revenue generated by major drugs like Afinitor, Avastin, Inlyta, Nexavar, Proleukin, Votrient and Sutent in the market is also discussed.

North America region has the largest share in the global kidney cancer drugs market. Rising number of kidney cancer cases and other kidney diseases is the major element driving the growth in this region.

Some of the key participants in the industry include Pfizer, GlaxoSmithKline, Sanofi S.A, Roche, Novartis, Bayer, Abbott Laboratories, Genentech etc.

Drivers:

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

Restraints:

- Rise in number of patent expirations
- Rise in use of generic drugs
- Low success rate in clinical trials
- Regulatory affairs
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