
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
  - 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
Contents: 1. Introduction
1.1 Market Definition
1.2 Research Methodology
2. Executive Summary
3. Market Overview
3.1 Market Drivers
3.1.1 Increase in the target population
3.1.2 Increase in healthcare expenditure
3.1.3 Increased R&D Expenditure of Pharmaceutical companies
3.2 Market Restraints
3.2.1 Preference for generic drugs
3.2.2 High cost associated with the treatment
3.2.3 Low success rate in clinical trials for cancer drugs
3.2.4 Regulatory affairs – for drug development and approval
3.3 Market Opportunities
3.4 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 North America Kidney Cancer Therapeutics & Diagnostic Market, by Cancer Type
5.1.1 Renal cell carcinoma
5.1.1.1 Clear cell renal cell carcinoma
5.1.1.2 Papillary renal cell carcinoma
5.1.1.3 Chromophobe renal cell carcinoma
5.1.1.4 Other Rare types
5.1.2 Transitional cell carcinoma
5.1.3 Renal sarcoma
5.2 North America Kidney Cancer Therapeutics Market
5.2.1 Afinitor
5.2.2 Avastin
5.2.3 Inlyta
5.2.4 Nexavar
5.2.5 Proleukin
5.2.6 Votrient
5.2.7 Sutent
5.3 North America Kidney Cancer Diagnostics Market
5.3.1 Biopsy
5.3.2 Intravenous pyelogram
5.3.3 CT Scan
5.3.4 Cystoscopy
5.3.5 Nephro-ureteroscopy
5.3.6 Ultrasound
5.4 North America Kidney Cancer Therapeutics & Diagnostics Market, By Region
5.4.1 U.S
5.4.2 Canada
5.4.3 Mexico
6. Competitive Landscape
6.1 Mergers & Acquisitions
6.2 Agreements, Collaborations & Partnerships
6.3 New Product Launches
6.4 Recommendations to new market players
7. Company Profiles
7.1 Bayer
7.2 F. Hoffmann-La Roche
7.3 GlaxoSmithKline
7.4 Novartis
7.5 Pfizer
7.6 Abbott Laboratories
7.7 Amgen
7.8 Genentech
7.9 Cerulean Pharma
7.10 Seattle Genetics
8. Appendix
8.1. Abbreviations
8.2. Sources
8.3. Bibliography
8.4. Disclaimer


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