
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 407 million in 2015, to USD 420 million in 2020.

The Asia-Pacific 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
  - India
  - China
  - Japan
  - Australia
  - Singapore

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

Asia-Pacific is expected to be most rewarding market during the forecast period. Growing patient awareness, lower cost of drug production and the rising patient base suffering from diseases such as renal cell carcinoma is anticipated to drive the growth of the market 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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