
Description: Pancreatic cancer is a disease in which cancer cells generate in the tissues of the pancreas. Globally, pancreatic cancer is the 12th most common cancer in men and 11th most common cancer in women. Addiction to cigarettes and health history are considered to be the foremost reasons increasing the risk. The Pancreatic Cancer Market is expected to grow modestly from USD XX million in 2014 to USD XX million in 2020, at a CAGR of XX%.

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

Type of cancer
- Exocrine Cancers (which account for more than 95% of pancreatic cancers)
- Endocrine Cancers
*Further, these two sub-types are classified into specific sub-types

Type of treatment
- Surgery
- Chemotherapy
- Radiation therapy an
- Targeted therapy
- Major tests
- Biopsy
- Endoscopic Ultrasound
- Laparoscopy
- CT Scan ERCP
- Geography
- United States
- Canada
- Mexico

Pancreatic cancer is a major challenge in the United States, where the 30,000 patients are diagnosed with the disease each year. The U.S. has the highest number of pancreatic cancer patients in the world. SEER estimates that there were 46,420 new pancreatic cancer cases chronicled in the US in 2014. It also estimated that 39,590 deaths occurred in the US in 2014 as a result of pancreatic cancer, constituting 6.8 percent of the total cancer deaths in the US.

Some of the key participants in the industry include Amgen, Inc., Eli Lilly and Company, Celgene Corporation, Clovis Oncology, Inc., Novartis AG, Threshold Pharmaceuticals, Inc., Incyte Corp, Merrimack Pharmaceuticals Inc., Roche Ltd, NewLink Genetics etc.

Drivers:
- Large number of unmet needs related to the disease, attracting many multi-national companies to invest in this division
- Increasing health care expenditure
- Technological developments & drug innovations with regard to the pancreatic cancer
- Growing concern across the world

Restraints:
- Difficulty in diagnosis during the early stages
- Limited treatment options, especially when the disease has spread to other organs or parts of the body
- Inadequate results after treatment
- Low success rate in clinical trials for cancer drugs
- High cost associated with the treatment
- Adverse side-effects
- High toxicity of drugs

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