Bladder cancer is a urologic malignancy arising from the epithelial lining of the urinary bladder. It is the ninth most common cancer worldwide in men and women, with the highest recurrence rate. Though there has been development over the past ten years in bladder cancer treatment, a huge void of unmet needs is yet to be filled. The bladder cancer market is expected to grow modestly from USD 490 million in 2015 at a CAGR of 3%-5%.

The global bladder cancer therapeutics & diagnostic market is segmented based on:

- Type
  - Transitional cell bladder cancer
  - Invasive bladder cancer
  - Superficial bladder cancer
  - Squamous cell bladder cancer
  - Other rare types
- Treatment
  - Chemotherapy
  - Immunotherapy
  - Radiation therapy
  - Surgery
- Major tests
  - Cystoscopy
  - Biopsy
  - Urinalysis
  - Urine Cytology
  - Bladder Ultrasound
- Geography
  - Asia-Pacific
  - Europe
  - North America
  - Latin America

North America, followed by Europe, holds the largest market for bladder cancer treatment drugs due to the availability of better health care solutions and rise in bladder cancer cases in the region. Asia is expected to experience a high growth in the bladder cancer treatment drugs market in the coming years due to the developing health care infrastructure in the region.

Some of the key participants in the industry include Pfizer, GlaxoSmithKline, Sanofi S.A, Roche, Novartis, Eli Lilly and Co, AstraZeneca plc, Bristol-Myers Squibb etc.

Drivers:

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

Restraints:

- Rise in the number of patent expirations
- Rise in the use of generic drugs
- Asymptomatic nature of the disease
Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents:

1. Introduction
   1.1 Market Definition
   1.2 Research Methodology
   1.3 Markets Covered
2. Executive Summary
3. Market Overview
   3.1 Market Drivers
      3.1.1 Rise in awareness about bladder diseases and their available therapies
      3.1.2 Increasing health care expenditure
      3.1.3 Innovation in drug development, and subsequent technological advancements
   3.2 Market Restraints
      3.2.1 Rise in number of patent expirations
      3.2.2 Increase in use of generic drugs
      3.2.3 Asymptomatic nature of the disease
   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 Global Bladder Cancer Therapeutics & Diagnostics Market, by Cancer Type
      5.1.1 Transitional Cell Bladder Cancer
      5.1.2 Superficial Bladder Cancer
      5.1.3 Invasive bladder cancer
      5.1.4 Squamous cell bladder cancer
      5.1.5 Other rare types
   5.2 Global Bladder Cancer Therapeutics Market
      5.2.1 Chemotherapy
      5.2.2 Immunotherapy
      5.2.3 Radiation therapy
      5.2.4 Surgery
   5.3 Global Bladder Cancer Diagnostics Market
      5.3.1 Cystoscopy
      5.3.2 Biopsy
      5.3.3 Urinalysis
      5.3.4 Urine Cytology
      5.3.5 Bladder Ultrasound
   5.4 Global Bladder Cancer Therapeutics & Diagnostics Market, By Region
      5.4.1 North America
         5.4.1.1 U.S.
         5.4.1.2 Canada
      5.4.2 Europe
         5.4.2.1 Germany
         5.4.2.2 France
         5.4.2.3 Spain
         5.4.2.4 Italy
         5.4.2.5 U.K.
         5.4.2.6 Rest of Europe
      5.4.3 Asia-Pacific
      5.4.3.1 China
      5.4.3.2 India
      5.4.3.3 Japan
      5.4.4 Latin America
5.4.5 Middle East & Africa
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 Novartis International AG
7.2 Pfizer Inc
7.3 GlaxoSmithKline plc
7.4 Sanofi S.A
7.5 Eli Lilly and Co
7.6 AstraZeneca plc
7.7 Bristol-Myers Squibb
7.8 F. Hoffmann-La Roche AG
7.9 Celgene Corporation
8. Appendix
8.1. Abbreviations
8.2. Sources
8.3. Bibliography
8.4. Disclaimer

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3784829/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Bladder Cancer Therapeutics & Diagnostics Market - Segmented by Type of Cancer and geography (2015-2020)
Web Address: http://www.researchandmarkets.com/reports/3784829/
Office Code: SCBR9VAC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4250</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 8750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________________________ Last Name: __________________________________________
Email Address: * __________________________________________
Job Title: __________________________________________
Organisation: __________________________________________
Address: __________________________________________
City: __________________________________________
Postal / Zip Code: __________________________________________
Country: __________________________________________
Phone Number: __________________________________________
Fax Number: __________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World