

Head and Neck Cancer Therapeutics Market to Reach \$2.57 Billion by 2028

The Business Research Company's Head And Neck Cancer Therapeutics Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, July 2, 2024 /EINPresswire.com/ -- The [head and neck cancer therapeutics market](#) is set to grow from \$1.55 billion in 2023 to \$1.73 billion in 2024 at a CAGR of 11.7%. By 2028, the market is expected to reach \$2.57 billion, growing at a CAGR of 10.4%. This growth is driven by factors such as advances in immunotherapy, precision medicine approaches, and increased awareness and early diagnosis campaigns.

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High Tobacco and Alcohol Consumption Fuels Market Growth

High tobacco and alcohol consumption is a significant factor propelling the growth of the head and neck cancer therapeutics market. Carcinogenic substances in tobacco and alcohol directly contact the lining of the mouth, throat, and larynx, leading to cancer. For instance, the American Academy of Family Physicians reported a 46% surge in e-

cigarette unit sales from January 2020 to December 2022, with adult usage increasing to 6% in 2022 from 3.7% in 2020. The prevalence of such habits continues to drive the market's growth.

Explore comprehensive insights into the global head and neck cancer therapeutics market with a detailed sample report:

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Major Players and Market Trends

Key players in the market include Pfizer Inc., F Hoffmann-La Roche Ltd., Merck & Co. Inc., AbbVie Inc., and Bayer AG. These companies focus on innovative solutions, such as AI-enabled MR imaging. For example, in October 2022, Koninklijke Philips N.V. received FDA approval for AI-

enabled 'MRCAT Head and Neck' and 'MacroMedics' applications, enhancing MR-only workflows for radiotherapy planning in head and neck cancer treatments.

Trends in the Forecast Period

Key trends include the expanding role of targeted therapies, adoption of minimally invasive surgical techniques, integration of palliative care, exploration of novel biomarkers, and patient-centric care models. These trends are expected to drive significant advancements in treatment efficacy and patient outcomes.

Head And Neck Cancer Therapeutics Market Segments:

- Type: Programmed Cell Death (PD) Inhibitors, Microtubule Inhibitors, Epidermal Growth Factor Receptor (EGFR) Inhibitors
- Route of Administration: Injectable, Oral
- Distribution Channel: Retail and Specialty Pharmacies, Hospital Pharmacies, Online Pharmacies
- Application: Surgery, Radiation Therapy, Chemotherapy, Immunotherapy, Other Applications

Geographical Insights: North America Leading the Market

North America was the largest region in the head and neck cancer therapeutics market in 2023. Asia-Pacific is expected to be the fastest-growing region during the forecast period, driven by increasing healthcare infrastructure and rising awareness about early diagnosis and treatment.

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Head And Neck Cancer Therapeutics Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Head And Neck Cancer Therapeutics Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on head and neck cancer therapeutics market size, head and neck cancer therapeutics market drivers and trends, head and neck cancer therapeutics market major players, competitors' revenues, market positioning, and market growth across geographies. The head and neck cancer therapeutics market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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