

**A STUDY ON GLOBAL MARKET POTENTIAL FOR THERAPIES OF URINARY
BLADDER CANCER**

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TITLE: A Comprehensive Study Global Market Potential for Therapies of Urinary Bladder Cancer

INTRODUCTION

Bladder cancer is becoming a prominent cause of death among people round the globe. It is estimated that more than 83,000 cases of bladder cancer will be diagnosed in US by the end of 2024 making it the fourth most causes of death in the country. Hence, it becomes vital to understand the industry, treatment options available, diagnostic methods, growth, opportunities and challenges constituted by the industry. The market is sectionalized based on the type of cancer, treatment methods, diagnostic tools and treatment channel. An in-depth analysis of the market is done in the study focusing on the historical updates, forecast period, dominant players in the market and their pipeline drugs. The study revealed that there was a constant rise in the market with a CAGR of 4.97% in the historic period and predicted that there will be a steep rise in the market in coming years.

RESEARCH QUESTIONS

1. What is the current scale of the global market for shock wave therapy devices, and how much will it grow?
2. How are demographics in different environments, such as the aging of people or spreading of long-term diseases affecting market growth in those places?
3. What is the impact on adoption rates by a growing awareness among patients and healthcare professionals?
4. Which developments in technology are driving changes in the landscape?
5. What is the relationship between market size and the growth of different types of bladder cancer and the adoption rate of various diagnostic tools among the patients?
6. How does the use of artificial intelligence and machine learning play a vital role towards the early detection and prolonging of the lives of patients along with its accuracy?
7. How are regional variations related to bladder cancer market affecting the growth of that market in terms of diagnostics and treatments?

RESEARCH OBJECTIVES

1. To assess the current situation of the Global bladder cancer market and its overall projections based on each segment and estimating the growth rate.
 2. To assess the future projections based on each segment and estimating the growth rate.
 3. To observe the recent shift in diagnosis, treatments towards novel approaches.
 4. To establish a competitive analysis of the dominant players in the market based on the product portfolio, growth, financials and strategies.
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1. To understand the impact of health policies and cost of treatment to patients.
 2. To understand the effectiveness of upcoming technologies like artificial intelligence and bladder cancer among the patients in terms of prolonging of lives.

HYPOTHESES

1. The investigative study holds a few hypotheses, these are as follows:
2. H1: The market will grow at an alarming CAGR for the forecast period due to upcoming approved marketed drugs, various research and development activities taking place, and arrival of new technologies.
3. H2: The high incidences of transitional bladder cancer will contribute to the highest growth rate for this cancer and hence leading to more treatment options, diagnostics and care for transitional bladder cancer.
4. H3: Cystoscopy diagnostic tools will be the dominant among all the other tools due to their high accuracy and adoptability rate.
5. H4: More than 50% of the market share will be collectively grabbed by the top 5 dominant players.
6. H5: Technological advancements in the domain which includes the advent of artificial intelligence and machine learning will further aggravate the market leading to better patient outcomes in terms of controlling the prognosis of disease at an early stage

RESEARCH METHODOLOGY

This is a detailed cross sectional descriptive study which includes various research methodologies to get the result. These are discussed below.

- **Research Design:** The research methodology used for the study involves mixed methods which combine qualitative and quantitative techniques. It covers a plethora of topics like data collection, data analysis, ethical issues, validity, dependability, as well as restrictions and presumptions. This mixed approach will help to understand and underline the comprehensive analysis of the market.
- **Study Plan**
- **Duration of Study: 3 Months**
- **Sample Size & Sampling Technique**
- **Sample Size:** The size of sample varied based on the number of companies targeted. The database contained a list of 800 companies along with their products to analyze the market. The companies were surveyed and thoroughly studied their published reports.
- **Sampling Technique:** Stratified Sampling- In this the market was sectionalized based on product type, treatment type, treatment channel, diagnostic tools, and regional analysis along with their growth factors
- **Data Collection Methods**
 - **Data Sources**
 - **Primary Sources:** The study included distribution of questionnaire and survey to various stakeholders, healthcare providers, professionals in order to get insights about the latest trends in the industries, loopholes, highest segment of the market and distributions. Telephonic interviews were conducted to various key opinion leaders to get the inclination about the competitive landscape of the industries. Interviews with Key Market Player Leaders i.e. Country Sales Head, Vice President, Key Distributors, Hospitals, Diagnostic Centers, Clinics, Experts, Government Bodies.
 - **Secondary Sources:** This includes data from data repository of published reports, Data from government bodies and associations, Annual reports/MCA filings, investor presentations, press releases, industry published reports, academic reports,

research papers, Databases (Paid/Unpaid), LinkedIn, Factiva, Bloomberg, OneSource, Hoovers, GLOBOCAN, etc.

- **Data Analysis Methods**

1. **Quantitative Analysis:** This involves analysing the various market reports, annual reports of the company and databases to evaluate the data. This includes following steps

Market Size estimation: This was done on the basis of analysing the past data and making predictions for the future for each and every segment.

Trend Analysis: This was done to observe the pattern of growth for the segments and how much growth took place.

Regression Analysis: This involves identifying the relationship between variables, to understand how growth in one factor is significantly contributing its impact towards the others.

2. **Qualitative Analysis:** Using the data available through various research reports, studying about parameters like SWOT Analysis, Porter Five Forces, and value chain analysis to get deep insights about the industry. Qualitative analysis focussed on these factors of the industry.

ETHICAL CONSIDERATION

All the people involved in the interview and survey process were informed about the purpose of the study and informed consent was taken from all of them. The concerned industry experts, key stakeholders were assured that their responses will be kept strictly confidential and is used only for research purposes and won't be disclosed to anyone else.

IMPLICATION OF RESEARCH

This study provides a circumstantial analysis of this disease market together with its offerings. The report provides insights regarding the market size, treatment options, demand for products in the market, which can help the concerned stakeholders to decide on the investments related to this market. The competitive analysis of companies will help

the stakeholders to analyze their competitor's company and their strategies adopted. The healthcare providers like hospitals, private cancer clinics, urology clinics can be benefitted by the study by understanding the efficacy of a particular treatment plan over the other, the trends going on the treatment option, diagnostic tools and can optimize the same accordingly. The study also mentions how technological advancements help in early detection of the disease and will finally augmentation the survival rate.

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