

# Global Malignant Melanoma Market With Focus on Nevisense System: 2015-2020

August 2016



# Global Malignant Melanoma Market Report

## Scope of the Report

The report titled “Global Malignant Melanoma Market With Focus on Nevisense System: 2015-2020” provides an in-depth analysis of the global malignant melanoma market with detailed analysis of the volume of patients and deaths caused due to melanoma. The report also provides the market size of the global melanoma diagnosis and therapeutics market.

The report provides detailed regional analysis of Americas, Europe, Asia, Oceania and Africa for the malignant melanoma market. Regional analysis includes the melanoma diagnosis and therapeutics market, total volume of melanoma patients and deaths caused by melanoma along with the gender segmentation. The report also includes the country analysis of the U.S. and Australia for malignant melanoma market. It provides the analysis of melanoma patient volume along with the deaths caused.

The report also provides detailed information and analysis on the first objective diagnostic support tool, named, Nevisense system manufactured by SciBase company. This section provides the detailed information about the features and clinical benefits of the device along with the technology of the device and its clinical procedures. This also includes the global and regional analysis of the number of devices sold since its invention, i.e. 2014, its installed base and the competitors.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global melanoma market has also been forecasted for the period 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the global melanoma market is stiff and dominated by the big players like Bristol. Further, key players of the melanoma market, Merck and Navidea are also profiled with their financial information and respective business strategies.

## Regional Coverage

- Europe
- Americas
- Asia
- Oceania
- Africa

## Country Coverage

- United States
- Australia

## Company Coverage

- Bristol-Myers Squibb Company
- Merck & Co., Inc.
- Navidea Biopharmaceuticals, Inc.

# Global Malignant Melanoma Market Report

## Executive Summary

Malignant melanoma is the most aggressive and life-threatening skin cancer. It develops in the cells that give the skin its color (melanocytes) and has a very high tendency to spread to other parts of the body. The cure rates depend greatly on the stage of melanoma by the time of detection. The earlier it is detected the better the chances of being cured. Therefore, it is important to know what to look for and how to prevent it.

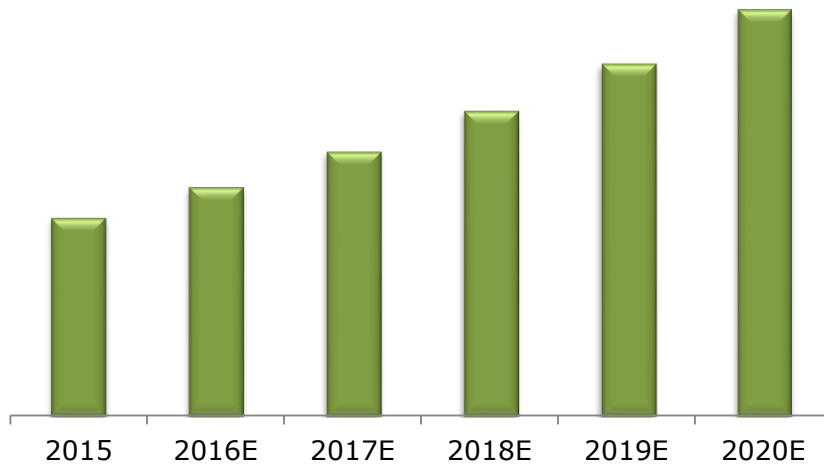
The global malignant melanoma market is expected to have increased at the significant CAGR during 2012-2015 and projections are made that the market would rise in the next five years i.e. 2016-2020 tremendously. The most affected regions around the world include Americas and Europe followed by Asia, Oceania and Africa. The most common environmental factors resulting in the high prevalence of melanoma include, sun exposure, artificial UV rays and social-economic status of individuals.

Until 2014, the only methods for clinical diagnosis of malignant melanoma was visual examination. For advanced melanomas and truly benign lesions, these are procedures that most dermatologists confidently rely on. But for a typical lesions and early-stage melanomas, visual examination may be a greater challenge. Nevisense is the first diagnostic support tool to utilize Electrical Impedance Spectroscopy (EIS), an innovative method that provides objective information drawn from a typical lesion. By measuring and analyzing lesions, Nevisense detects changes in cellular structure, cellular orientation, cell sizes and cell types, which gives physicians a valuable source of additional, complementary information for melanoma detection.

The growth drivers for the market are: rise in melanoma cases. Effective immunotherapies and targeted therapy drugs. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as: lack of awareness among people, high treatment cost and challenges in the developing countries such as insufficient political priorities and funding issues

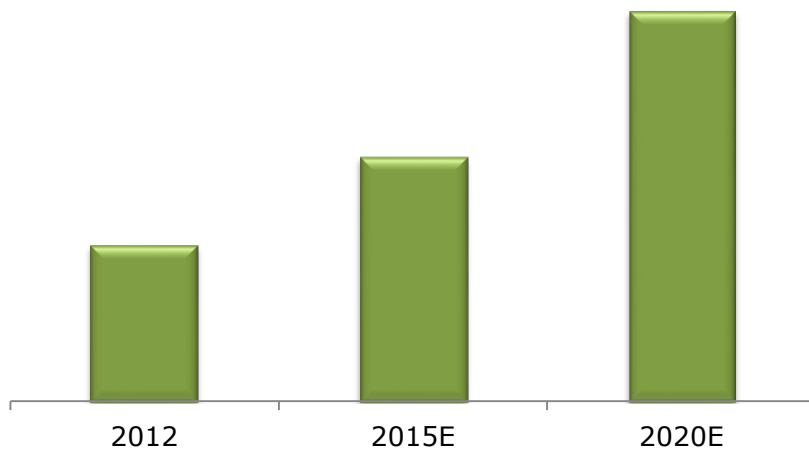
# Global Malignant Melanoma Market Overview

**Global Melanoma Diagnosis and Therapeutics Market by Value; 2015-2020E**



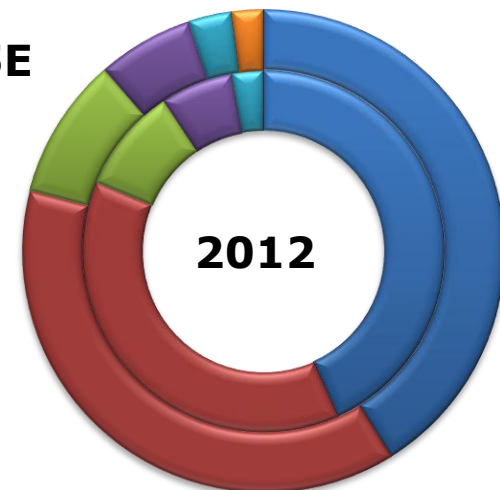
The global melanoma diagnosis and therapeutics market in 2015 was valued at US\$... Billion. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of ....%.The increase in the market is expected due to an increase in the prevalence of ..... and improvement in healthcare facilities. The number of new cases of the melanoma skin cancer is estimated to have increased significantly to ..... in 2015 from ..... in 2012 and are expected to rise further to ..... in 2020. The highest number of cases from all over the world were in ..... and the ....., accounting ...% of the total cases in 2012 which are estimated to have declined to ....% in 2015.

**Global Melanoma Market by New Cases; 2012-2020E**



**Global Melanoma Market New Cases by Region; 2012-2015E**

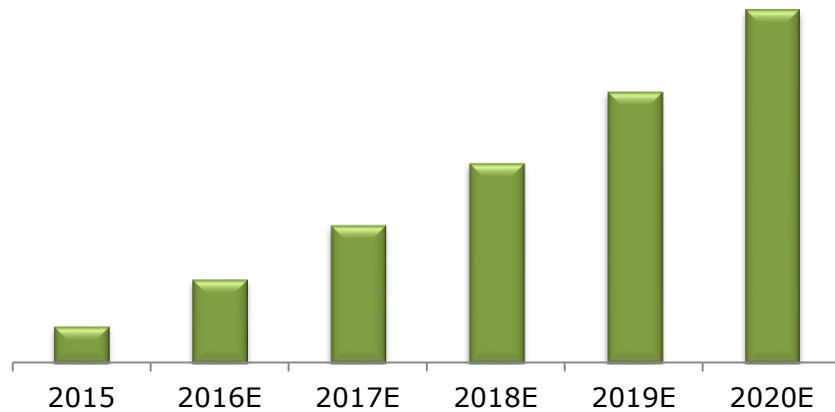
**2015E**



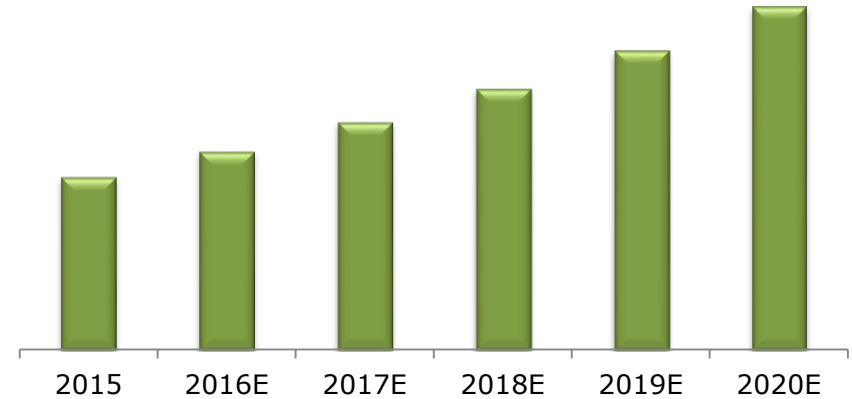
**2012**

# Regional Analysis: Market Overview

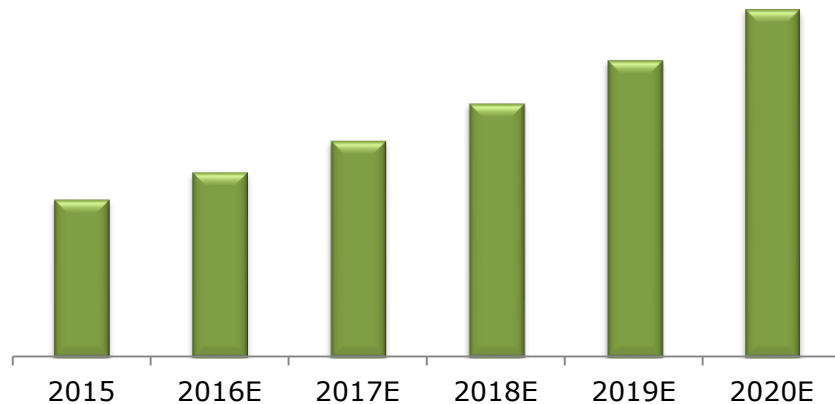
Europe Melanoma Diagnosis and Therapeutics Market by Value; 2015-2020E



America Melanoma Diagnosis and Therapeutics Market by Value; 2015-2020E



Asia Melanoma Diagnosis and Therapeutics Market by Value; 2015-2020E

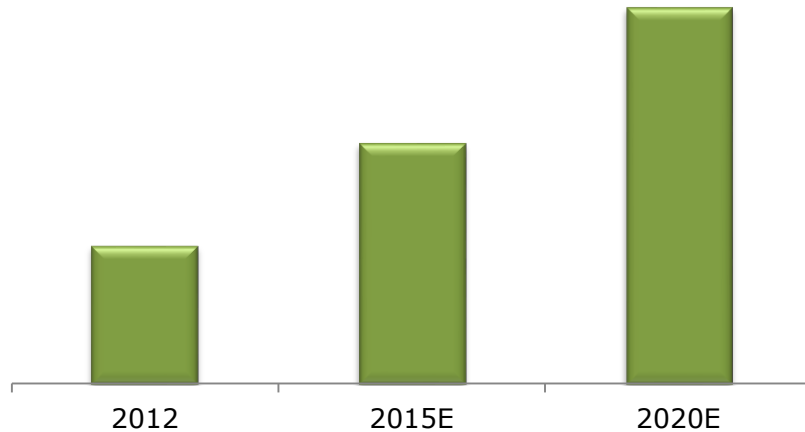


The European melanoma diagnosis and therapeutics market was valued at US\$... million in 2015 which is expected to increase at the CAGR of ...% and reach US\$... million in 2020.

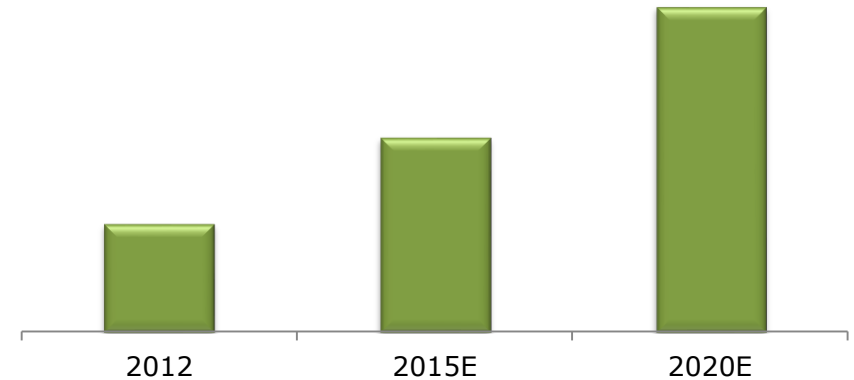
North America dominates the global market for melanoma diagnosis and therapeutics, accounting ...% of the entire market in 2015. The Asian melanoma diagnosis and therapeutics market is expected to reach US\$... billion in 2020, increasing at the CAGR of ...% from US\$... million in 2015. The fastest growing markets in Asia include, Japan, ..... and India.

# Regional Analysis: Market Overview

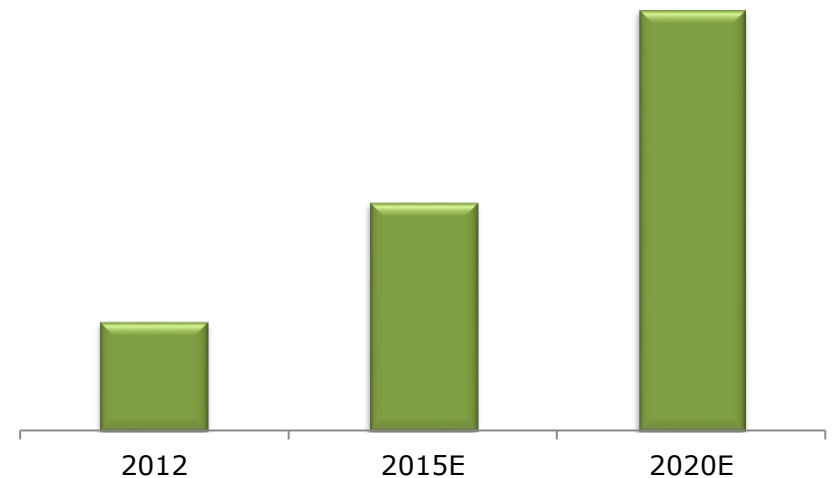
Europe Melanoma Market by New Cases;  
2012-2020E



Americas Melanoma Market by New Cases;  
2012-2020E



Asia Melanoma Market by New Cases;  
2012-2020E



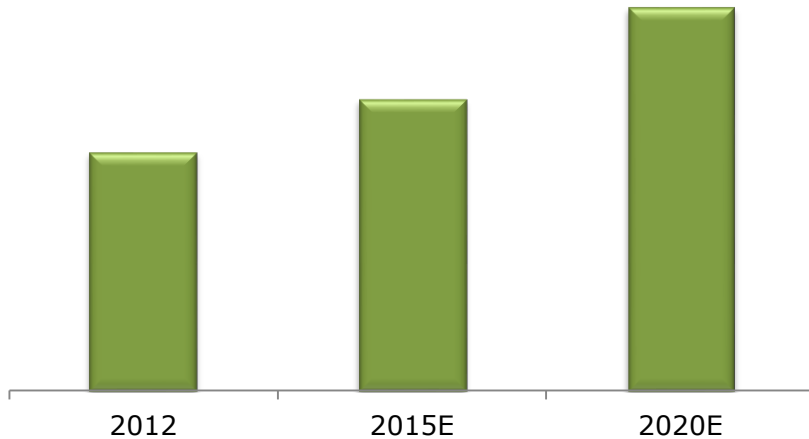
The number of new cases of melanoma in Europe is expected to upsurge to ..... in 2020 at the CAGR of ....% during 2012-2020.

The volume of new cases in the Americas is estimated to have reached .... in 2015 from ..... thousand in 2012 which is further expected to rise to ..... in 2020.

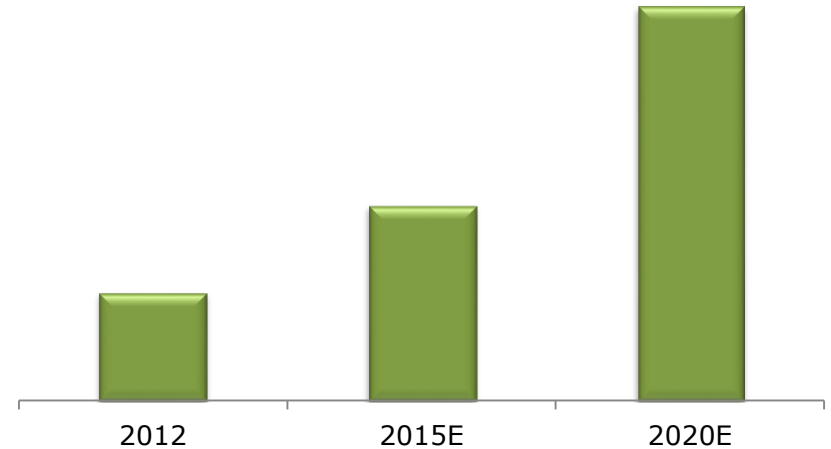
The volume of new cases in Asia is anticipated to increase to ..... in 2020 from ..... cases in 2012. In 2015, the number of new cases is estimated to have reached .....

# Regional Analysis: Market Overview

Oceania Melanoma Market by New Cases;  
2012-2020E



Africa Melanoma Market by New Cases;  
2012-2020E

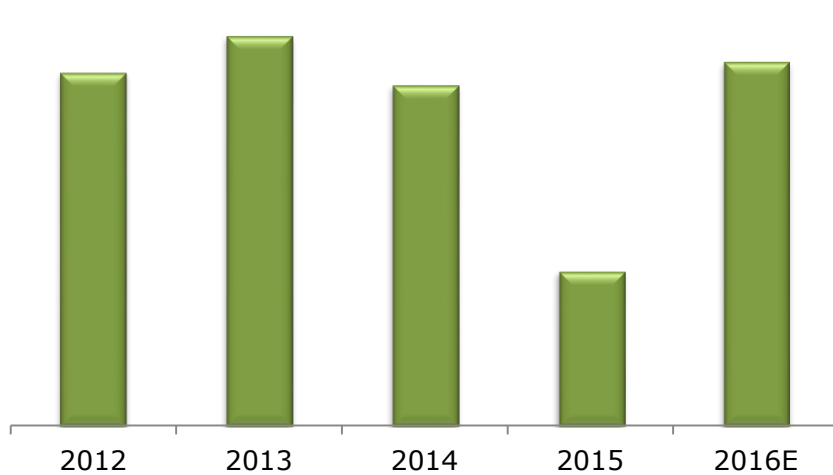


The number of new cases in the Oceania region is expected to increase to ..... in 2020 from ..... in 2012, with males dominating in the population as compared to females during the period.

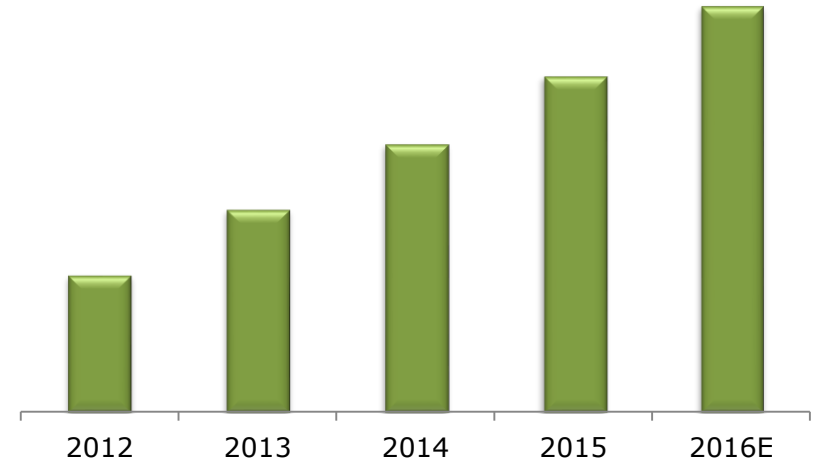
Africa accounts only ...% share of the entire melanoma new cases, globally. The total number of new cases in Africa is expected to reach ..... in increasing at the CAGR of ...% during 2012-2020. Unlikely as in the Americas, Asia or Oceania, the proportion of female new cases is higher in Africa than males during the aforementioned period.

# Country Analysis: Market Overview

The U.S. Melanoma Market by New Cases;  
2012-2016E



Australia Melanoma Market by New Cases;  
2012-2016E



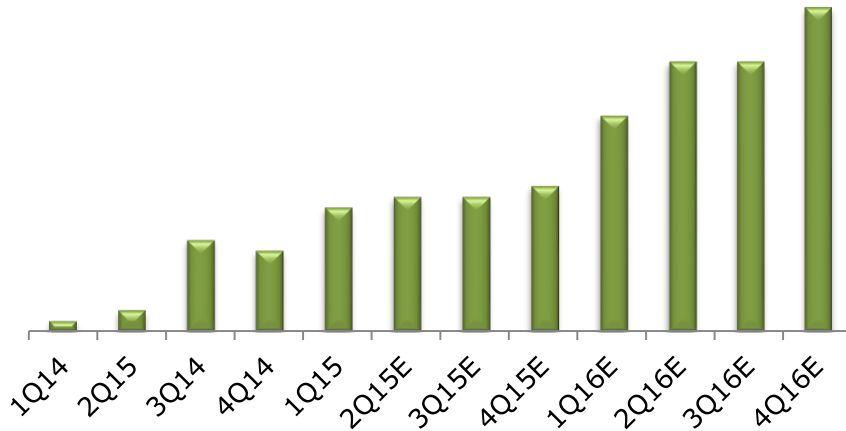
The number of new cases in the U.S., is expected to increase to ..... in 2016 from ..... in 2012.

Melanoma skin cancer in Australia was the 4<sup>th</sup> most commonly diagnosed cancer in Australia in 2012. It is estimated that it will remain the 4<sup>th</sup> most commonly diagnosed cancers in 2016 as well. In 2012, there were ..... new cases diagnosed in Australia, with ..... males and ..... females. This is estimated to increase to .... new cases in 2016.

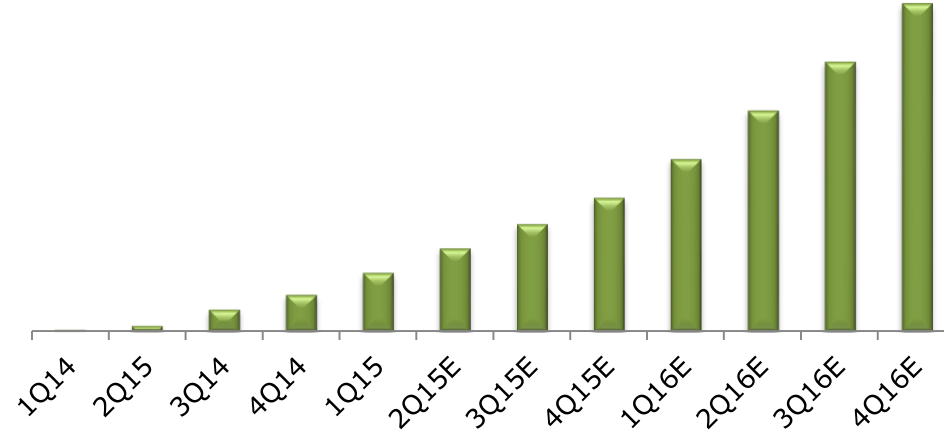


# Melanoma Diagnostic Support Tool: Nevisense System

Nevisense Devices Sold by SciBase Company; 2014-2016E



Nevisense Device Installation Base; 2014-2016E



SciBase sold .... devices in 2014, the first year of commercial launch, with the majority sold in Germany. The company initiated a direct sales force in Germany in 2015 after the successful launch there. In all other regions, SciBase sells Nevisense through distributors, apart from in Sweden, where it has a local presence.

Because installed base includes machines that may have been in use for many years, it is usually a higher figure than units sold, since some of the sold units will typically be out of use because they have broken, gone missing, been made obsolete or replaced by newer versions. The installed base of nevisense is expected to increase to .... units in 4Q16 as compared to .... in 1Q15 depicting an opportunity for electrode sales.