

Market insights summary

Asia Pacific interventional oncology device market

What's trending?

Modality innovation and clinical acceleration are driving market growth

- Microwave ablation and cryoablation are gaining ground over radiofrequency (RF) ablation due to their improved efficacy and procedural efficiency.
- Irreversible electroporation (IRE) technologies like NanoKnife and Zhejiang Surgnova Healthcare Technologies' platforms are also seeing increased interest in China and South Korea.
- Reimbursement improvements in Australia and South Korea are shifting a clinical preference towards minimally invasive ablation therapies, with ablation volumes growing rapidly through 2034.
- Positive trial data for drug-eluting beads (DEBs) and Y-90 spheres are driving adoption of premium interventional oncology products.

VBP-related pricing pressures are reshaping competitor portfolio strategy

- China's expansion of volume-based procurement (VBP) to interventional oncology products have impacted prices significantly.
- Domestic players in China like Nanjing Kangyou and Jiangsu Hengrui Medicine are leveraging price competitiveness and local access to outperform multinational companies in key segments.
- Leading firms like Medtronic and Boston Scientific are expanding multimodality portfolios to stay ahead of clinical and reimbursement shifts. Recent product withdrawals and new launches in the DEB and radioembolization sphere segments reflect a pivot towards high-growth and high-margin technologies.

Access more insights and data in the [report](#).
[Speak to our team](#) to see how we can power your innovation.

2024 Asia Pacific interventional oncology device market snapshot

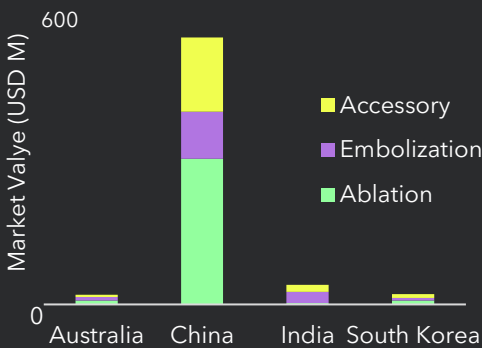
\$582.0M

Market value

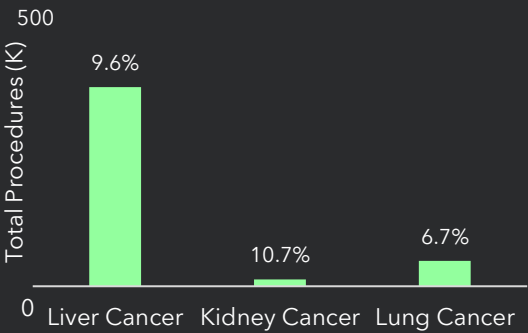
7.3%

CAGR ('19 - '34)

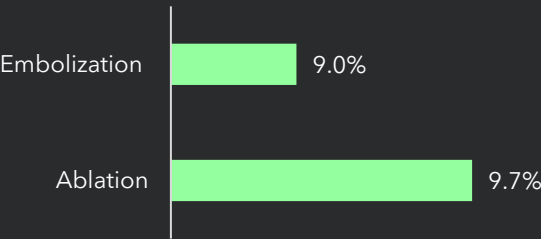
Asia Pacific interventional oncology device market by product type, 2024



2024 Asia Pacific interventional oncology procedure volumes and CAGR (2019-2034) by indication



Asia Pacific interventional oncology procedure growth by procedure type (CAGR 2019-2034)



2024 Asia Pacific interventional oncology device competitive landscape

