

Content highlights

Publication date
August 2026

Updated throughout the year to reflect the latest major-market events

Geography
United States, EU5, Japan

Primary research
Country-specific interviews with thought-leading medical oncologists

Survey data collected for this and other Clarivate research

Epidemiology
Diagnosed incidence of breast cancer by country; histology, stage, and line of therapy, segmented into relevant drug-treatable populations

Forecast
10-year, annualized, drug-level sales and patient share of key breast cancer therapies through 2035, segmented by brands / generics and epidemiological subpopulations

Drug treatments
Coverage of key current and late-phase emerging therapies

Breast Cancer

Disease Landscape & Forecast

CDK4/6 inhibitors (Pfizer's palbociclib, Novartis's ribociclib, and Eli Lilly's abemaciclib) combined with endocrine therapy are central to the treatment of metastatic HR-positive / HER2-negative breast cancer, and we expect them to drive robust sales in the adjuvant setting. Novel biomarker-driven therapies (Novartis's alpelisib, AstraZeneca's capivasertib, Roche / Chugai Pharmaceutical's inavolisib, Menarini's elacestrant, and Eli Lilly's imlunestrant) are effective treatment options, and the market will become increasingly crowded with agents seeking to tackle endocrine resistance. HER2-positive breast cancer treatment is rapidly evolving owing to approval and forecast label expansions for agents such as trastuzumab deruxtecan (Daiichi Sankyo / AstraZeneca), which has also emerged as a key therapy for the newly defined HER2-low and HER2-ultra-low subgroups. In triple-negative breast cancer, Merck & Co.'s immune checkpoint inhibitor pembrolizumab is the standard of care, while TROP2-targeted agents (Gilead's sacituzumab govitecan and AstraZeneca / Daiichi Sankyo's datopotamab deruxtecan) are positioned to enter the lucrative earlier lines of treatment.

Questions answered

- What is the size of the clinically and commercially relevant drug-treatable breast cancer populations?
- What is the expected market impact of recent regulatory events, such as the approvals of datopotamab deruxtecan and imlunestrant and the label expansions for trastuzumab deruxtecan, on breast cancer subpopulations?
- Which are the most promising agents in the pipeline, and how will they shape the future of the breast cancer therapy market?
- What key drivers and constraints will affect the breast cancer therapy market over the forecast period?

Product description

Disease Landscape & Forecast offers comprehensive market intelligence with world-class epidemiology, keen insight into current and emerging therapies, and drug forecasts supported by detailed primary and secondary research, enabling you to:

- Optimize your long-term disease and development strategy.
- Quantify market potential for your pipeline assets and those of your competitors.
- Understand a disease from top to bottom, including key patient populations, the current and future therapeutic landscape, and the evolving market trajectory.
- Gauge the commercial outlook and impact of key market events.

Learn more about Clarivate's full suite of breast cancer solutions:

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