

Intravascular Ultrasound (IVUS) Market Report - 2013 Edition

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Abstracts

Intravascular Ultrasound, one of the fastest growing segments of interventional cardiology, is a diagnostic tool that is used to determine the structure of an artery segment. It uses a small ultrasound transducer, located at the end of a catheter that can be advanced into a coronary artery. By utilizing IVUS in the cardiac catheterization laboratory, physicians are able to determine the structure of artery. IVUS is commonly done to make sure a stent is correctly placed during angioplasty.

The present report offers a comprehensive analysis of the worldwide IVUS market with focus on regional markets like Japan, the United States and Europe. The largest IVUS market is Japan where reimbursement criteria is flexible and also has high PCI procedures which plays an important role in IVUS market. The second largest market is the United States followed by Europe. Major IVUS companies are increasingly setting their sights on emerging Asian markets due to increasing healthcare awareness among people and rising consumer income.

The competition in the global IVUS market is intense with few large players viz. Volcano Corporation, Boston Scientific Corporation and Terumo Corporation. The competitive landscape of the global and regional IVUS markets, along with the company profiles of the leading players are discussed in detail.

The developments observed within the industry include launch of spectra spinal cord stimulator system, introduction of Rubicon support catheter and emergence of PTCA Balloon Dilatation Catheter. However, the industry remains threatened by certain challenges which include lack of reimbursement, possible threat from OCT procedures and stringent regulations. The major factors which will contribute in the growth of the industry include rising ageing population, low penetration into PCI procedures,

increasing PCI and stent procedures, rising healthcare expenditure and rising global GNI.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. OVERVIEW

2. GLOBAL IVUS MARKET

Market Value

Regional Breakdown

3. REGIONAL ANALYSIS

3.1 Japan

Market Value

Penetration Rate

PCI Procedures

3.2 The US

Market Value

Penetration Rate

PCI Procedures

3.3 Europe

Market Value

Penetration Rate

PCI Procedures

3.4 Rest of the World

Market Value

PCI Procedures

4. MARKET DYNAMICS

4.1 Growth Drivers

4.1.1 Increasing Aging Population

4.1.2 Low Penetration into PCI Procedures

4.1.3 Increasing PCI and Stent Procedures

4.1.4 Ease of Use by Integration of Technology

4.1.5 Rising Healthcare Expenditure

4.1.6 Increasing Global GNI (Gross National Income)

4.2 Developments

4.2.1 Launch of Precision Spectra Spinal Cord Stimulator System

4.2.2 Introduction of Rubicon Support Catheter

4.2.3 Launch of Emerge™ PTCA Balloon Dilatation Catheter

4.2.4 Introduction of Victory Guide wire for Crossing Resistant Lesions in Peripheral Arteries

4.3 Challenges

4.3.1 Lack of Reimbursement

4.3.2 Possible Threat from OCT Procedures

4.3.3 Stringent Regulations

5. COMPETITIVE LANDSCAPE

5.1 The US

5.2 Japan

5.3 EMEA

6. COMPANY PROFILES

6.1 Volcano Corporation

6.1.1 Business Overview

6.1.2 Financial Highlights

6.1.3 Business Strategies

Product Innovation

Growth through Acquisitions

6.2 Boston Scientific Corporation

6.2.1 Business Overview

6.2.2 Financial Highlights

6.2.3 Business Strategies

Growth through Market Expansion

Focus on Innovation

6.3 Terumo Corporation

6.3.1 Business Overview

6.3.2 Financial Highlights

6.3.3 Business Strategies

New Product Development

Strategic Acquisitions

7. MARKET OUTLOOK

7.1 Market Forecast

7.2 Forecast Methodology

7.2.1 Dependent and Independent Variables

7.2.2 Correlation Analysis

7.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Outline for IVUS usage in PCI
Global IVUS Market (2010-2012E)
Global IVUS Procedures-Share by Regions (2012E)
Japanese IVUS Market (2010-2012E)
PCI Procedures in Japan (2007-2012E)
IVUS Penetration into PCI Population in Japan (2010-2012E)
Functional PCI Utilization (2011-2012E)
US IVUS Market (2010-2012E)
PCI Procedures in the US (2007-2012E)
IVUS Penetration into PCI Population in the US (2007-2012E)
European IVUS Market (2010-2012E)
PCI Procedures in Europe (2010-2012E)
IVUS Penetration into PCI Population in Europe (2007-2012E)
IVUS Market in Rest of the World (2010-2012E)
PCI Procedures in Rest of the World (2010-2012E)
Ageing Population Worldwide, age>65 (2005-2015)
IVUS Penetration into PCI Procedures Worldwide (2007-2013E)
Global PCI Procedures (2007-2013E)
Global Stent Market Growth (2001-2012E)
Healthcare Expenditure Worldwide (2005-2012E)
World Gross National Income (2005-2011)
US IVUS Market-Share by Companies (2012)
Japanese IVUS Market-Share by Companies (2012)
European IVUS Market-Share by Companies (2012)
Volcano Corporation Revenue by Segment (2012)
Volcano Corporation Revenue by Region (2012)
Volcano Corporation Revenue (2008-2012)
Boston Scientific Sales by Product Categories (2012)
Boston Scientific Sales by Region (2012)
Boston Scientific-Total Sales and Net Income (2008-2012)
Terumo Corporation Sales by Product Categories (FY2011)
Terumo Corporation Sales by Region (FY2011)
Terumo Corporation-Total Sales and Net Income (FY2007-FY2011)
Global IVUS Market Forecast (2010-2015F)

List Of Tables

LIST OF TABLES

Use of IVUS Pre- and Post-PCI
Comparison of traditional and integrated IVUS system
Physical Properties of OCT vs. IVUS
Image characteristics of OCT vs. IVUS
Dependent & Independent Variables (2007–2011)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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