

Medical Videoscope Market by Product Type (Videoscopes and Visualization & Documentation Systems), Application (Bronchoscopy, Arthroscopy, Laparoscopy, Urology Endoscopy, Neuroendoscopy, Gastrointestinal Endoscopy, Obstetrics/Gynecology Endoscopy, ENT Endoscopy, and Others), and End User (Hospitals, Clinics, and Others) - Global Opportunity Analysis and Industry Forecast, 2014-2022

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Abstracts

A medical videoscope aids in enhancing the screening and visualization during various surgeries to closely observe the body cavities and organs. The global medical videoscope market consists of videoscopes and visualization systems, and has witnessed significant technological advancements in recent years. Endoscopic visualization systems are applicable in most endoscopic procedures and other video-assisted procedures (thoracic, bariatric, anterior/posterior spinal procedures, and others), helping surgeons to observe visceral body cavities and organs.

The medical videoscope market is driven by technological advancements in endoscopy cameras such as narrow band imaging (NBI) and an external miniature light source for flexible videoscopes. In addition, preference for minimally invasive surgeries along with high-performing products, such as desktop endoscope and miniaturized visualization systems, expected to boost the market growth. However, lack of skilled physicians and endoscopists is a key factor that hampers the growth of the market. High cost of endoscopic procedures and equipment, coupled with limited scope of reimbursements across developing countries, is a major challenge faced by the stakeholders. On the other hand, unmet medical demands, cost-effective medical videoscopes, and surge for

favorable reimbursement policies in developing economies are anticipated to provide opportunities in the future. The global medical videoscope market registered \$17,927 million in 2015, and is anticipated to reach \$27,202 million by 2022, registering a CAGR of 5.9% from 2016 to 2022.

The market is segmented based on product type, application, end user, and geography. On the basis of product type, the market is bifurcated into videoscopes and visualization & documentation systems. The videoscopes are further sub-segmented into videoscopy devices, capsule endoscopy, and robot-assisted endoscopy. The videoscopy devices are further categorized on the basis of flexibility and endoscope type into various segments. The flexible videoscopes holds the largest market share, owing to the technological advancements (ultrahigh definition technology, 4-light emitting diode multi-light technology, and others), a wide array of applications, and fastest recovery time. On the basis of visualization & documentation systems, the market is divided into light sources, camera heads, wireless display & monitors, endoscopy cameras, endoscopy carts, digital documentation systems, video processors & video convertors, transmitters & receivers, and others (printers and digital capture systems). On the basis of application, it is categorized into bronchoscopy, arthroscopy, laparoscopy, urology endoscopy, neuro-endoscopy, gastrointestinal endoscopy, obstetrics/gynecology endoscopy, ENT endoscopy, and other applications. The laparoscopy application was the highest revenue contributor in 2015, while gastrointestinal endoscopy section is anticipated to grow at the highest rate. The growth for gastrointestinal endoscopy is due to increase in demand for gastrointestinal endoscopic procedures and rise in demand for colorectal cancer screening.

Geographically, this market is analyzed across North America, Europe, Asia-Pacific, and LAMEA along with country-wise analysis. North America accounted for the largest market share in the medical videoscopes market in 2015, and is expected to retain its dominance throughout the forecast period. Well-equipped & better financed hospitals & clinics, high adoption rate for technologically advanced products, and sophisticated healthcare infrastructure are factors that fuel the market growth in this region. Moreover, U.S. is the target area for the top players in the market, owing to preventive measures taken by the population base and high prevalence rate of diseases such as cancer and GI diseases. However, Asia-Pacific is expected to emerge as a lucrative area with maximum growth potential, owing to the improvement in healthcare facilities, available disposable income, and rapidly developing economic conditions.

Product development and expansion are the key strategies adopted by market players. The report provides a comprehensive analysis of the key players that operate in the global medical videoscope market.

KEY PLAYERS PROFILED

Conmed Corporation

Fujifilm Holdings Corporation

HOYA Corporation (Pentax Medical)

KARL STORZ GmbH & Co. KG

Olympus Corporation

Richard Wolf GmbH

Smith & Nephew, Plc

Stryker Corporation

Hill Rom Holding, Inc. (Welch Allen, Inc.)

XION GmbH

KEY MARKET BENEFITS

The study provides an in-depth analysis of the global medical videoscope market, with current trends and future estimations to elucidate the imminent investment pockets.

The report presents a quantitative analysis from 2014 to 2022 to enable the stakeholders to capitalize on prevailing market opportunities.

Extensive analysis by product helps to understand the various types of devices used for endoscopy.

Key market players within the market are profiled in this report and their strategies are analyzed thoroughly, which helps understand competitive outlook of the market.

SWOT analysis enables to study the internal environment of the leading companies for strategy formulation.

KEY MARKET SEGMENTS:

By Product Type

Videoscopes

Videoscopy Devices

By Flexibility Flexible Videoscopes

Rigid Videoscopes

By type Cystoscopes

Neuroendoscopes

Urology Endoscopes

Arthroscopes

Laparoscopes

OB/GN Endoscopes

Otoscopes

Laryngoscopes

Nasopharyngoscopes

Rhinoscopes

Gastrosopes

Colonoscopes

Bronchoscopes

Duodenoscopes

Sigmoidoscopes

Other Endoscopes

Capsule Endoscopy

Robot-Assisted Endoscopy

Visualization & Documentation Systems

Light Sources

Camera Heads

Wireless Display & Monitors

Endoscopy Cameras

Carts

Digital Documentation Systems

Video Processors & Video Convertors

Transmitters & Receivers

Others (Printers, Digital Capture Systems, Recorders, Couplers & Splitters, and Others)

By Application

Bronchoscopy

Arthroscopy

Laparoscopy

Urology Endoscopy

Neuroendoscopy

Gastrointestinal Endoscopy

Obstetrics/Gynecology Endoscopy

ENT Endoscopy

Others

By End User

Hospitals

Clinics

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

Republic of South Africa

Rest of LAMEA

Other players in the value chain include (profiles not included in the report)

B. Braun Melsungen AG

Cook Medical

Arthrex Inc.

Frontier Healthcare

Minntech Corporation (Subsidiary of Cantel Medical Corp.)

Advanced Sterilization Products Services Inc.

Medtronic Plc

STERIS Corporation

Siemens Healthcare

US Endoscopy Group

Contents

CHAPTER: 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Secondary research
 - 1.4.2. Primary research
 - 1.4.3. Analyst tools & models

CHAPTER: 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVE

CHAPTER: 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top investment pockets
 - 3.2.2. Top winning strategies
- 3.3. PORTER'S FIVE FORCES ANALYSIS
- 3.4. REGULATION AND REIMBURSEMENT SCENARIO
- 3.5. MARKET DYNAMICS
 - 3.5.1. Drivers
 - 3.5.1.1. Innovation in medical videoscope
 - 3.5.1.2. Rise in targeted disease and growth in geriatric population
 - 3.5.1.3. Surge in preference for minimally invasive surgeries
 - 3.5.2. Restraints
 - 3.5.2.1. Lack of skilled professionals
 - 3.5.2.2. High costs associated with medical videoscope
 - 3.5.3. Opportunities
 - 3.5.3.1. Unmet medical demands in developing countries

CHAPTER: 4 MEDICAL VIDEOSCOPE MARKET, BY PRODUCT, 2014-2022, \$MILLION

- 4.1. OVERVIEW

- 4.1.1. Market size and forecast
- 4.2. VIDEOSCOPIES
 - 4.2.1. Key market trends
 - 4.2.2. Growth factors and opportunities
 - 4.2.3. Market size and forecast
 - 4.2.4. Videoscopy devices
 - 4.2.4.1. Videoscopy devices, by flexibility
 - 4.2.4.2. Market size and forecast
 - 4.2.4.2.1. Flexible videoscopes
 - 4.2.4.2.1.1. Market size and forecast
 - 4.2.4.2.2. Rigid videoscopes
 - 4.2.4.2.2.1. Market size and forecast
 - 4.2.4.3. Videoscopy Devices, by type
 - 4.2.4.3.1. Market size and forecast
 - 4.2.4.3.2. Cystoscopes
 - 4.2.4.3.2.1. Market size and forecast
 - 4.2.4.3.3. Neuroendoscopes
 - 4.2.4.3.3.1. Market size and forecast
 - 4.2.4.3.4. Urology endoscopes
 - 4.2.4.3.4.1. Market size and forecast
 - 4.2.4.3.5. Arthroscopes
 - 4.2.4.3.5.1. Market size and forecast
 - 4.2.4.3.6. Laparoscopes
 - 4.2.4.3.6.1. Market size and forecast
 - 4.2.4.3.7. Obstetrics/Gynecological (OB/GN) endoscope
 - 4.2.4.3.7.1. Market size and forecast
 - 4.2.4.3.8. Otosscopes
 - 4.2.4.3.8.1. Market size and forecast
 - 4.2.4.3.9. Laryngoscopes
 - 4.2.4.3.9.1. Market size and forecast
 - 4.2.4.3.10. Nasopharyngoscopes
 - 4.2.4.3.10.1. Market size and forecast
 - 4.2.4.3.11. Rhinoscopes
 - 4.2.4.3.11.1. Market size and forecast
 - 4.2.4.3.12. Gastrosopes
 - 4.2.4.3.12.1. Market size and forecast
 - 4.2.4.3.13. Colonoscopes
 - 4.2.4.3.13.1. Market size and forecast
 - 4.2.4.3.14. Bronchoscopes

- 4.2.4.3.14.1. Market size and forecast
- 4.2.4.3.15. Duodenoscopes
 - 4.2.4.3.15.1. Market size and forecast
- 4.2.4.3.16. Sigmoidoscopes
 - 4.2.4.3.16.1. Market size and forecast
- 4.2.4.3.17. Other endoscopes
 - 4.2.4.3.17.1. Market size and forecast
- 4.2.5. Capsule endoscopy
 - 4.2.5.1. Market size and forecast
- 4.2.6. Robot-assisted endoscopy
 - 4.2.6.1. Market size and forecast
- 4.3. VISUALIZATION AND DOCUMENTATION SYSTEMS
 - 4.3.1. Key market trends
 - 4.3.2. Key growth factors and opportunities
 - 4.3.3. Market size and forecast
 - 4.3.4. Light sources
 - 4.3.4.1. Market size and forecast
 - 4.3.5. Camera heads
 - 4.3.5.1. Market size and forecast
 - 4.3.6. Wireless display and monitors
 - 4.3.6.1. Market size and forecast
 - 4.3.7. Endoscopy cameras
 - 4.3.7.1. Market size and forecast
 - 4.3.8. Endoscopy Carts
 - 4.3.8.1. Market size and forecast
 - 4.3.9. Digital documentation systems
 - 4.3.9.1. Market size and forecast
 - 4.3.10. Video processors and video convertors
 - 4.3.10.1. Market size and forecast
 - 4.3.11. Transmitters and receivers
 - 4.3.11.1. Market size and forecast
 - 4.3.12. Others (printers, digital capture systems, recorders, couplers & splitters, and others)
 - 4.3.12.1. Market size and forecast

CHAPTER: 5 MEDICAL VIDEOSCOPE MARKET, BY APPLICATION, 2014-2022, \$MILLION

5.1. OVERVIEW

- 5.1.1. Market size and forecast
- 5.2. BRONCHOSCOPY
 - 5.2.1. Market size and forecast
- 5.3. ARTHROSCOPY
 - 5.3.1. Market size and forecast
- 5.4. LAPAROSCOPY
 - 5.4.1. Market size and forecast
- 5.5. UROLOGY ENDOSCOPY
 - 5.5.1. Market size and forecast
- 5.6. NEURO-ENDOSCOPY
 - 5.6.1. Market size and forecast
- 5.7. GASTROINTESTINAL ENDOSCOPY
 - 5.7.1. Market size and forecast
- 5.8. OBSTETRICS/GYNECOLOGY ENDOSCOPY
 - 5.8.1. Market size and forecast
- 5.9. ENT ENDOSCOPY
 - 5.9.1. Market size and forecast
- 5.10. OTHER VIDEOSCOPY APPLICATIONS
 - 5.10.1. Market size and forecast

CHAPTER: 6 MEDICAL VIDEOSCOPE MARKET, BY END USER, 2014-2022, \$MILLION

- 6.1. OVERVIEW
 - 6.1.1. Market size and forecast
- 6.2. HOSPITALS
 - 6.2.1. Market size and forecast
- 6.3. CLINICS
 - 6.3.1. Market size and forecast
- 6.4. OTHERS
 - 6.4.1. Market size and forecast

CHAPTER: 7 MEDICAL VIDEOSCOPE MARKET, BY GEOGRAPHY, 2014-2022, \$MILLION

- 7.1. OVERVIEW
 - 7.1.1. Market size and forecast
- 7.2. NORTH AMERICA
 - 7.2.1. Key market trends

7.2.2. Key growth factors and opportunities

7.2.3. Market size and forecast

7.2.3.1. U.S. market size and forecast

7.2.3.2. Mexico market size and forecast

7.2.3.3. Canada market size and forecast

7.3. EUROPE

7.3.1. Key market trends

7.3.2. Key growth factors and opportunities

7.3.3. Market size and forecast

7.3.3.1. UK market size and forecast

7.3.3.2. France market size and forecast

7.3.3.3. Germany market size and forecast

7.3.3.4. Rest of Europe market size and forecast

7.4. ASIA-PACIFIC

7.4.1. Key market trends

7.4.2. Key growth factors and opportunities

7.4.3. Market size and forecast

7.4.3.1. Japan market size and forecast

7.4.3.2. China market size and forecast

7.4.3.3. Australia market size and forecast

7.4.3.4. India market size and forecast

7.4.3.5. Rest of Asia-Pacific market size and forecast

7.5. LAMEA

7.5.1. Key market trends

7.5.2. Key growth factors and opportunities

7.5.3. Market size and forecast

7.5.3.1. Brazil market size and forecast

7.5.3.2. Saudi Arabia market size and forecast

7.5.3.3. South Africa market size and forecast

7.5.3.4. Rest of LAMEA market size and forecast

CHAPTER: 8 COMPANY PROFILES

8.1. CONMED CORPORATION

8.1.1. Company overview

8.1.2. Operating business segments

8.1.3. Business performance

8.1.4. Key strategic moves and developments

8.2. FUJIFILM HOLDING CORPORATION

- 8.2.1. Company overview
- 8.2.2. Operating business segment
- 8.2.3. Business performance
- 8.2.4. Key strategic moves and developments
- 8.3. HOYA CORPORATION (PENTAX MEDICAL)
 - 8.3.1. Company overview
 - 8.3.2. Operating business segments
 - 8.3.3. Business performance
 - 8.3.4. Key strategic moves and developments
- 8.4. KARL STORZ GMBH & CO. KG
 - 8.4.1. Company overview
 - 8.4.2. Operating business segments
 - 8.4.3. Business performance
 - 8.4.4. Key strategic moves and developments
- 8.5. OLYMPUS CORPORATION
 - 8.5.1. Company overview
 - 8.5.2. Operating business segments
 - 8.5.3. Business performance
 - 8.5.4. Key strategic moves and developments
- 8.6. RICHARD WOLF GMBH
 - 8.6.1. Company overview
 - 8.6.2. Operating business segments
 - 8.6.3. Business performance
 - 8.6.4. Key strategic moves and developments
- 8.7. SMITH & NEPHEW PLC.
 - 8.7.1. Company overview
 - 8.7.2. Operating business segments
 - 8.7.3. Business performance
- 8.8. STRYKER CORPORATION
 - 8.8.1. Company overview
 - 8.8.2. Operating business segments
 - 8.8.3. Business performance
 - 8.8.4. Key strategic moves and developments
- 8.9. HILL ROM HOLDING INC. (WELCH ALLYN, INC.)
 - 8.9.1. Company overview
 - 8.9.2. Operating business segments
 - 8.9.3. Business performance
 - 8.9.4. Key strategic moves and developments
- 8.10. XION GMBH

- 8.10.1. Company overview
- 8.10.2. Operating business segments
- 8.10.3. Business performance
- 8.10.4. Key strategic moves and developments

List Of Tables

LIST OF TABLES

- TABLE 1. COOK MEDICAL'S CPT CODE ENDOSCOPY TECHNOLOGIES
- TABLE 2. GLOBAL MEDICAL VIDEOSCOPE MARKET, BY PRODUCT, 2014-2022 (\$MILLION)
- TABLE 3. WORLD VIDEOSCOPE MARKET, BY PRODUCT TYPE 2014-2022 (\$MILLION)
- TABLE 4. VIDEOSCOPY DEVICES MARKET, BY FLEXIBILITY, 2014-2022 (\$MILLION)
- TABLE 5. ENDOSCOPY DEVICES MARKET, BY TYPE, 2014-2022 (\$MILLION)
- TABLE 6. CAPSULE ENDOSCOPY DEVICES MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 7. ROBOT ASSISTED ENDOSCOPY DEVICES MARKET, 2014-2022 (\$MILLION)
- TABLE 8. VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, BY TYPE, 2014-2022 (\$MILLION)
- TABLE 9. MEDICAL VIDEOSCOPE MARKET, BY APPLICATION, 2014-2022 (\$MILLION)
- TABLE 10. BRONCHOSCOPY MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 11. ARTHROSCOPY MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 12. LAPAROSCOPY MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 13. UROLOGY ENDOSCOPY MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 14. NEURO-ENDOSCOPY DEVICES MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 15. GASTROINTESTINAL ENDOSCOPY MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 16. OBSTERICS/GYNECOLOGY ENDOSCOPY DEVICES MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 17. ENT ENDOSCOPY DEVICES MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 18. OTHER ENDOSCOPY DEVICES APPLICATIONS MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 19. MEDICAL VIDEOSCOPE MARKET, BY END USER, 2014-2022 (\$MILLION)
- TABLE 20. HOSPITALS MEDICAL VIDEOSCOPE MARKET, BY REGION, 2014-2022 (\$MILLION)
- TABLE 21. CLINICS MEDICAL VIDEOSCOPE MARKET, BY REGION, 2014-2022

(\$MILLION)

TABLE 22. OTHER END USER MEDICAL VIDEOSCOPE MARKET, BY REGION, 2014-2022 (\$MILLION)

TABLE 23. GLOBAL MEDICAL VIDEOSCOPE MARKET, BY REGION, 2014-2022 (\$MILLION)

TABLE 24. NORTH AMERICA MEDICAL VIDEOSCOPE MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 25. NORTH AMERICA MEDICAL VIDEOSCOPE MARKET, BY PRODUCT, 2014-2022 (\$MILLION)

TABLE 26. NORTH AMERICA VIDEOSCOPE MARKET, BY PRODUCT TYPE, 2014-2022 (\$MILLION)

TABLE 27. NORTH AMERICA VIDEOSCOPY DEVICES MARKET, BY FLEXIBILITY, 2014-2022 (\$MILLION)

TABLE 28. NORTH AMERICA VIDEOSCOPY DEVICES MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 29. NORTH AMERICA VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 30. NORTH AMERICA MEDICAL VIDEOSCOPE MARKET, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 31. NORTH AMERICA MEDICAL VIDEOSCOPE MARKET, BY END USER, 2014-2022 (\$MILLION)

TABLE 32. EUROPE MEDICAL VIDEOSCOPE MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 33. EUROPE MEDICAL VIDEOSCOPE MARKET, BY PRODUCT, 2014-2022 (\$MILLION)

TABLE 34. EUROPE VIDEOSCOPE MARKET, BY PRODUCT TYPE, 2014-2022 (\$MILLION)

TABLE 35. EUROPE VIDEOSCOPY DEVICES MARKET, BY FLEXIBILITY, 2014-2022 (\$MILLION)

TABLE 36. EUROPE VIDEOSCOPY DEVICES MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 37. EUROPE VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 38. EUROPE MEDICAL VIDEOSCOPE MARKET, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 39. EUROPE MEDICAL VIDEOSCOPE MARKET, BY END USER, 2014-2022 (\$MILLION)

TABLE 40. ASIA-PACIFIC MEDICAL VIDEOSCOPE MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 41. ASIA-PACIFIC MEDICAL VIDEOSCOPE MARKET, BY PRODUCT, 2014-2022 (\$MILLION)

TABLE 42. ASIA-PACIFIC VIDEOSCOPE MARKET, BY PRODUCT TYPE, 2014-2022 (\$MILLION)

TABLE 43. ASIA-PACIFIC VIDEOSCOPY DEVICES MARKET, BY FLEXIBILITY, 2014-2022 (\$MILLION)

TABLE 44. ASIA_PACIFIC VIDEOSCOPY DEVICES MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 45. ASIA-PACIFIC VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 46. ASIA-PACIFIC MEDICAL VIDEOSCOPE MARKET, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 47. ASIA-PACIFIC MEDICAL VIDEOSCOPE MARKET, BY END USER, 2014-2022 (\$MILLION)

TABLE 48. LAMEA MEDICAL VIDEOSCOPE MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 49. LAMEA MEDICAL VIDEOSCOPE MARKET, BY PRODUCT, 2014-2022 (\$MILLION)

TABLE 50. LAMEA VIDEOSCOPE MARKET, BY PRODUCT TYPE, 2014-2022 (\$MILLION)

TABLE 51. LAMEA VIDEOSCOPY DEVICES MARKET, BY FLEXIBILITY, 2014-2022 (\$MILLION)

TABLE 52. LAMEA VIDEOSCOPY DEVICES MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 53. LAMEA VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, BY TYPE, 2014-2022 (\$MILLION)

TABLE 54. LAMEA MEDICAL VIDEOSCOPE MARKET, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 55. LAMEA MEDICAL VIDEOSCOPE MARKET, BY END USER, 2014-2022 (\$MILLION)

TABLE 56. CONMED: COMPANY SNAPSHOT

TABLE 57. CONMED: OPERATING SEGMENTS

TABLE 58. FUJIFILM: COMPANY SNAPSHOT

TABLE 59. FUJIFILM: OPERATING SEGMENTS

TABLE 60. HOYA: COMPANY SNAPSHOT

TABLE 61. HOYA: OPERATING SEGMENTS

TABLE 62. KARL STORZ: COMPANY SNAPSHOT

TABLE 63. KARL STORZ: OPERATING SEGMENTS

TABLE 64. OLYMPUS: COMPANY SNAPSHOT

TABLE 65. OLYMPUS: OPERATING SEGMENTS
TABLE 66. RICHARD WOLF: COMPANY SNAPSHOT
TABLE 67. GIGYA INC.: OPERATING SEGMENTS
TABLE 68. SMITH & NEPHEW: COMPANY SNAPSHOT
TABLE 69. STRYKER: COMPANY SNAPSHOT
TABLE 70. STRYKER: OPERATING SEGMENTS
TABLE 71. HILL ROM: COMPANY SNAPSHOT
TABLE 72. HILL ROM: OPERATING SEGMENTS
TABLE 73. XION GMBH: COMPANY SNAPSHOT
TABLE 74. XION GMBH: OPERATING SEGMENTS

List Of Figures

LIST OF FIGURES

FIGURE 1. SUMMARY SNAPSHOT FOR GLOBAL MEDICAL VIDEOSCOPE MARKET

FIGURE 2. GEOGRAPHY SNAPSHOT FOR GLOBAL MEDICAL VIDEOSCOPE MARKET

FIGURE 3. MEDICAL VIDEOSCOPE MARKET SEGMENTATION

FIGURE 4. TOP INVESTMENT POCKETS IN GLOBAL MEDICAL VIDEOSCOPE MARKET

FIGURE 5. TOP WINNING STRATEGIES: PERCENTAGE DISTRIBUTION (2014-2016)

FIGURE 6. TOP WINNING STRATEGIES: NATURE AND TYPE

FIGURE 7. TOP WINNING STRATEGIES: NATURE AND COMPANY

FIGURE 8. BARGAINING POWER OF BUYERS

FIGURE 9. BARGAINING POWER OF SUPPLIERS

FIGURE 10. THREAT OF NEW ENTRANTS

FIGURE 11. THREAT OF SUBSTITUTION

FIGURE 12. COMPETITIVE RIVALRY

FIGURE 13. RESTRAINTS AND DRIVERS: GLOBAL ENDOSCOPY DEVICES MARKET

FIGURE 14. ELDERLY POPULATION (AGED 65 YEARS AND ABOVE), BY REGION, 2015, 2030, AND 2050 (MILLION)

FIGURE 15. MEDICAL VIDEOSCOPE MARKET: PRODUCT SEGMENTATION

FIGURE 16. FLEXIBLE VIDEOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 17. RIGID VIDEOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 18. CYSTOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 19. NEUROENDOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 20. UROLOGY ENDOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 21. ARTHROSCOPES MARKET, 2014-2022 (\$MILLION)

FIGURE 22. LAPAROSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 23. OBSTETRICS/GYNECOLOGICAL (OB/GN) ENDOSCOPE MARKET, 2014-2022 (\$MILLION)

FIGURE 24. OTOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 25. LARYNGOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 26. NASOPHARYNGOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 27. RHINOSCOPIES MARKET, 2014-2022 (\$MILLION)

FIGURE 28. GASTROSCOPES MARKET, 2014-2022 (\$MILLION)

FIGURE 29. COLONOSCOPIES MARKET, 2014-2022 (\$MILLION)

- FIGURE 30. BRONCHOSCOPES MARKET, 2014-2022 (\$MILLION)
- FIGURE 31. DUODENOSCOPES MARKET, 2014-2022 (\$MILLION)
- FIGURE 32. SIGMOIDOSCOPES MARKET, 2014-2022 (\$MILLION)
- FIGURE 33. OTHER ENDOSCOPES MARKET, 2014-2022 (\$MILLION)
- FIGURE 34. LIGHT SOURCES VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 35. CAMERA HEADS VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 36. WIRELESS DISPLAY & MONITORS VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 37. ENDOSCOPY CAMERAS VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 38. ENDOSCOPY CARTS VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 39. DIGITAL DOCUMENTATION VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 40. VIDEO PROCESSORS & VIDEO CONVERTORS VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 41. TRANSMITTERS & RECEIVERS VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET FOR, 2014-2022 (\$MILLION)
- FIGURE 42. OTHER VISUALIZATION AND DOCUMENTATION SYSTEMS MARKET, 2014-2022 (\$MILLION)
- FIGURE 43. U.S. MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 44. MEXICO MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 45. CANADA MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 46. UK MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 47. FRANCE MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 48. GERMANY MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 49. REST OF EUROPE MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 50. JAPAN MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 51. CHINA MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 52. AUSTRALIA MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 53. INDIA MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 54. REST OF ASIA-PACIFIC MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 55. BRAZIL MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)
- FIGURE 56. SAUDI ARABIA MEDICAL VIDEOSCOPE MARKET, 2014-2022 (\$MILLION)

FIGURE 57. SOUTH AFRICA MEDICAL VIDEOSCOPE MARKET, 2014-2022
(\$MILLION)

FIGURE 58. REST OF LAMEA MEDICAL VIDEOSCOPE MARKET, 2014-2022
(\$MILLION)

FIGURE 59. CONMED: NET SALES, 2013-2015 (\$MILLION)

FIGURE 60. CONMED: REVENUE BY PRODUCT, 2015 (%)

FIGURE 61. CONMED: REVENUE BY GEOGRAPHY, 2015 (%)

FIGURE 62. FUJIFILM: NET SALES, 2014-2016 (\$MILLION)

FIGURE 63. FUJIFILM: NET SALES BY SEGMENT, 2016 (%)

FIGURE 64. FUJIFILM: NET SALES BY GEOGRAPHY, 2016 (%)

FIGURE 65. HOYA: REVENUE, 2014-2016 (\$MILLION)

FIGURE 66. HOYA: REVENUE BY SEGMENT, 2016 (%)

FIGURE 67. HOYA: REVENUE BY GEOGRAPHY, 2016 (%)

FIGURE 68. OLYMPUS: REVENUE, 2014-2016 (\$MILLION)

FIGURE 69. OLYMPUS: REVENUE BY SEGMENT, 2016 (%)

FIGURE 70. OLYMPUS: REVENUE BY GEOGRAPHY, 2016 (%)

FIGURE 71. SMITH & NEPHEW: REVENUE, 2013-2015 (\$MILLION)

FIGURE 72. SMITH & NEPHEW: REVENUE BY PRODUCT, 2015 (%)

FIGURE 73. SMITH & NEPHEW: REVENUE BY GEOGRAPHY, 2015 (%)

FIGURE 74. STRYKER: REVENUE, 2013-2015 (\$MILLION)

FIGURE 75. STRYKER: REVENUE BY SEGMENT, 2015 (%)

FIGURE 76. STRYKER: REVENUE BY GEOGRAPHY, 2015 (%)

FIGURE 77. HILL ROM: REVENUE, 2014-2016 (\$MILLION)

FIGURE 78. HILL ROM: REVENUE BY SEGMENT, 2016 (%)

FIGURE 79. HILL ROM: REVENUE BY GEOGRAPHY, 2016 (%)

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