

Smart Pills Technology Market by Technology (Capsule endoscopy, Workstations and recorders, Gastrointestinal Monitoring), and Application (Diagnosis, Monitoring) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

Smart pill technology is a revolutionary technological innovation that has reduced the gap between healthcare and digital technology. Smart pills are basically medical devices and small embedded electronic appliances such as sensors, cameras and trackers. This electronic device can be easily swallowed and provides complete evaluation of the gastrointestinal tract (GIT). The emergence of these healthcare-cum-technology devices has addressed the soaring need of better diagnostics and monitoring. It has outperformed the conventional GI monitoring endoscopy with more convenient smart pill technology, which has now become the standard non-invasive diagnosis technique for motility disorders. Moreover, it helps physicians in real-time patient monitoring through remote controlling options.

The global smart pills technology market is expected to register a substantial growth in the future, owing to the increased prevalence of gastrointestinal diseases (such as motility disorders, colon cancer, obscure gastrointestinal bleeding and Crohns disease), sedentary lifestyle and high patient compliance on account of minimally invasive techniques. The advent of novel technologies such as catheter-less pH monitoring and wireless capsule based GI monitoring would foster an accelerated market growth. Collaborations between research institutions and companies, licensing agreements & partnerships amongst companies and augmented R&D investment on smart pills are some of the other factors boosting the market growth. Despite several advantages, factors such as high costs, limited technical know-how and low patient confidence are likely to restrain the growth of the market.

The report segments the smart pills technology market on the basis of technology, application and geography. On the basis of technology, the market is segmented into capsule endoscopy technology and gastrointestinal monitoring technology. Based on application, the market has been classified into diagnosis and monitoring. Geographic breakdown and deep analysis of each of the aforementioned segments have been included for North America, Europe, Asia Pacific and LAMEA. Comprehensive competitive analysis and profiles of major market players such as Proteus Digital Health, CapsoVision, Inc., Given Imaging, Inc., Olympus Corporation, Chongqing Jinshan Science & Technology Group Co. Ltd, and IntroMedic Co. Ltd have also been provided in the report.

KEY BENEFITS

This report provides an extensive analysis of the current and emerging market trends and dynamics in the global smart pills market

In-depth analysis has been done in this report by constructing market estimations for the key market segments for the period of 2014-2020

Geographically, the smart pills technology market is analyzed based on various regions such as North America, Europe, Asia Pacific and LAMEA

Exhaustive analysis is done for the market by application such as diagnosis and monitoring

The studies evaluating competitive landscape and value chain have been taken into account in this report to help in understanding the competitive environment across the geographies

Detailed SWOT analysis of the key market players is provided to illustrate the adopted business strategies

The report entails the detailed quantitative analysis of the current market and estimations through 2014-2020 that assists in identifying the prevailing market opportunities to capitalize on

KEY MARKET SEGMENTS:

The Global Smart Pills technology market segmentation is illustrated below:

Global Smart Pills Technology Market By Technology

Capsule endoscopy technology

Capsule endoscope

Small bowel capsule endoscope

Colon capsule endoscope

Esophagus capsule endoscope

Workstations and recorders

Gastrointestinal Monitoring Technology

Single parameter (pH) monitoring

Multi parameter (pH, temp, pressure) monitoring

Global Smart Pills Technology Market By application

Diagnosis

Monitoring

Global Smart Pills Technology Market By geography

North America

Europe

Asia-Pacific

LAMEA

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