

# Brazilian Market for Orthopedic Trauma Devices

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## Abstracts

In 2011, the total Brazilian market for orthopedic trauma devices was valued at over \$460 million. This market includes plates and screws, intramedullary nails, hip intramedullary nails, compression hip screws, cannulated screws and external fixation devices. All of these segments experienced positive growth in 2011, as the aging population and the high number of motor vehicle accidents in Brazil continued to drive demand. The overall market is largely divided in terms of pricing set by the public SUS system and prices influenced by private insurance companies. The ASPs of products purchased through public healthcare are stable; however, there has been a gradual decline in ASPs in the private healthcare sector. Overall, the strong positive growth in all segments will allow the entire market to grow rapidly over the 2011–2018 forecast period.

**Scope:** This report pertains to a forecast period of 10 years (2008 – 2018) for Brazil.

## Report Contents:

Competitor Analysis

Identified Strategic Opportunities

Market Overview by Segment

Trend Analysis by Segment

Market Drivers & Limiters

Mergers & Acquisitions

## Customer Feedback and Market Monitoring

### **Main Segments Included:**

Brazilian Market For Orthopedic Trauma Devices

Plate & Screw Market

Intramedullary Nail Market

Hip Intramedullary Nail Market

Compression Hip Screw Market

Cannulated Screw Market

External Fixation Market

Subsegments Included:

Internal Fixation

External Fixation

Internal Fixation

Plates and Screws

Intramedullary Nails

Cannulated Screws

Compression Hip Screws

Hip Intramedullary Nails

Pins, Wires and Cables

External Fixation

Plate & Screw Market by Technology

Hybrid Plate & Screw Market

Locking Plate & Screw Market

Standard Plate & Screw Market

Plate & Screw Market by Fragment Size

Large Plate & Screw Market

Small Plate & Screw Market

Mini Plate & Screw Market

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Tibial Intramedullary Nail Market

Intramedullary Nail Market by Material

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Cannulated Screw Market by Material

Stainless Steel Cannulated Screw Market

Titanium Cannulated Screw Market

External Fixation Market by Technology

Unilateral External Fixation Market

Circular External Fixation Market

### **Companies Included:**

Orthofix

Baumer

DePuy

Biomet

Smith & Nephew

Biomecanica

NeoOrtho

Osteomed

Zimmer

Hexagon

GM Reis

Acumed

GE Hospitalar

Ortocir

Sartori

Ortosintese

Aesculap

MDT

Traumedica

Synthes

Stryker

IOL

**Reasons To Buy:**

This report analyzes and evaluates the current state of the market including existing and potential markets, product average selling prices, and unit volumes. The report also highlights the opportunities and potential hazards involved, and presents strategies for successfully navigating the market landscape. Furthermore, it seeks to identify the trends and technologies that will affect the future of each market segment and prepares an unbiased critical assessment of such market drivers and limiters based on our “bottom up” approach, which includes primary and secondary research methods.

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### **ABBREVIATIONS**

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