

# Global Brachytherapy Therapy Market 2018-2024

<https://marketpublishers.com/r/GBAFD0DBB89EN.html>

Date: March 2018

Pages: 99

Price: US\$ 2,750.00 (Single User License)

ID: GBAFD0DBB89EN

## Abstracts

Global Brachytherapy Devices Market – Drivers, Opportunities, Trends, and Forecasts: 2018–2024

Overview:

Brachytherapy is a medical procedure popularly referred to as radiation therapy. It is used to treat various types of cancers which involves placing radioactive materials inside the body, which is called internal radiation. Surgeons deliver high dose of radiation to the target site. There are fewer side effects and complications involved in this procedure than surgery and external beam radiation. Brachytherapy is administered with high precision, in high doses, and is localized. Brachytherapy procedure is as follows:

A thin catheter is placed at the target site or in the tumor and is connected to a high-dose rate (HDR) afterload. The system consists of a single highly radioactive indium pellet at the tip of the wire. The pellet is pushed into the catheter one by one (performed under computer control). This is called dwell time. The pellet is stopped near the target site to release radiation at the dwell position. Brachytherapy offers precise treatment for few minutes and after a series of treatment, the catheters are removed from the target site and the individual may finally have no radioactive seeds left inside the body.

Brachytherapy is considered the best way of eliminating or destroying cancerous tissues. This treatment has the potential to kill cancer cells and shrink tumors. It involves no external X-ray beams and surgery and has minimal invasiveness. Internal beam radiation therapy allows a higher dose of radiation in a smaller target area. This may not be possible with external beam radiation therapy. It uses a radiation dose source that is usually sealed in a small holder known as an implant. Brachytherapy helps to identify and position the device appropriately to aim at the target site providing

an effective treatment for tumor. It takes lesser time than other procedures. The special preparations required before initiating Brachytherapy are: Bowel preparation, blood test, pre-treatment (ultrasound, CT or MRI scan)

The Brachytherapy device market is progressing at a steady pace and is expected to grow at a rapid rate in the emerging economies. According to the estimation of the National Cancer Institute, in the US around 1.6 million new cases of cancer were diagnosed, and 595,690 people died due to cancer in 2016. Cancer is one of the biggest causes of mortality and morbidity in Europe after cardiovascular diseases. The highest cancer rate for men and women together was found in Denmark with 338 people per 100,000, the highest for any EU country. According to ICMR, India is likely to have over 17.3 lakh new cases of cancer and over 8.8 lakh deaths due to the disease by 2020 with breast, lung, and cervical cancers topping the list.

The main products in the Brachytherapy market include:

Oncentra Brachy Treatment Planning System by Elekta

Brachytherapy Afterloaders and Applicators by Varian Medical Systems

SOURCELINK Delivery System by C.R. Bard (now BD)

FASTFILL Brachytherapy Needle by C.R. Bard (now BD)

IsoSeed, IsoStrand, and LDR Needles by Eckert & Ziegler BEBIG

TheraStrand – Strand and AnchorLoad – needle by Theragenics

Market Analysis:

The Global Brachytherapy Device Market is estimated to witness a CAGR of 6.06% during the forecast period 2018–2024. The market is analyzed based on three segments, namely product type, end-users, and regions.

Regional Analysis:

The regions covered in the report are North America, Europe, Asia Pacific, and Rest of the World (ROW). North America is set to be the leading region for the brachytherapy

devices growth followed by the Europe. Asia Pacific and ROW are set to be the emerging regions. The emerging markets have a high potential to grow owing to an increase in the patient population and their focus toward healthcare infrastructure. The brachytherapy devices market has the lowest penetration in the emerging market and most of the vendors are targeting to penetrate countries such as India, China, Thailand, and Vietnam.

APAC is the most focused and has substantial growth due to vast opportunities for vendors to establish their presence. Factors such as growing public awareness, increase in aging population, growing assisted living facilities, presence of large potential customer base, and increased initiatives by government support will boost the market growth. The region is witnessing a rapid growth in the healthcare industry as well. The emerging countries such as India and China are majorly focusing to improve their healthcare infrastructure and the governments have taken initiatives to develop the healthcare facilities in both urban and rural areas. The increased demand for better services among patients and the increased life expectancy in this region are factors that will boost the overall healthcare facility in the region. Also, countries in this region have a strong focus towards the development of healthcare that will include coverage for patients aged 65 and above.

#### Product Analysis:

Brachytherapy devices market is expected to increase rapidly. HDR segment has the maximum share in the global brachytherapy devices market. Developments in imaging technology coupled with advancements in computer technology, have revolutionized the processes for tumor targeting and radiation therapy planning. Technologies used in internal beam radiation therapy include high dose rate (HDR) brachytherapy, low dose rate (LDR) brachytherapy, intermediate dose rate, and pulsed dose rate; and products include seeds, applicators, after loaders, and accessories. Based on applications, the market is segmented into prostate cancer, cervical cancer, gallbladder, uterus, breast cancer, lung cancer, head & neck cancer, brain cancer, and others. Based on end-users, the market is segmented into hospitals, radiation therapy centers, ambulatory service centers, and others.

#### Key Players:

Elekta AB, Varian Medical Systems, C.R. Bard (now Becton, Dickinson and Company), Eckert & Ziegler BEBIG SA, and Theragenics are the predominant players in the current brachytherapy devices market.

### Competitive Analysis:

The global brachytherapy devices market is highly fragmented and has immense growth opportunities for vendors, especially in the developing regions. The market enjoys the participation of many global, regional, and local players who are competing fiercely to gain a strong foothold as top vendor. Big players, such as Elekta AB, Varian Medical Systems, and C.R. Bard (now BD) often acquire small yet promising companies to increase their market share. Most giant companies are using acquisition strategies to expand their business operations by leveraging their products portfolio across the globe. The competitive environment in the market will intensify further with an increase in product/service extensions, product innovations, and M&A. Strategic alliances are being formed to manufacture and market brachytherapy devices more vigorously and efficiently.

### Benefits:

The report provides complete details about the usage and adoption rate of brachytherapy devices for the treatment of various cancers. Thus, the key stakeholders can find out all the relevant details about the latest trends, drivers, investments, vertical players' initiatives, and government initiatives toward the radiation industry in the upcoming years. The report also provides details of the pure play companies entering the market. Moreover, the report highlights the major challenges that are going to impact the market growth. Additionally, it brings forth the key business opportunities to prominent stakeholders to aid them in expanding their businesses and capture the revenue in specific verticals. It also aims to help stakeholders analyze the pros and cons of this market before investing or expanding the business in this arena.

### Key Stakeholders:

## Contents

### 1 INDUSTRY OUTLOOK

- 1.1 Industry Overview
- 1.2 Patient demographics
- 1.3 Healthcare Spending in the US
- 1.4 Definition: Brachytherapy
- 1.5 Why brachytherapy?
- 1.6 Industry Trends
- 1.7 Emerging Global Markets

### 2 REPORT OUTLINE

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

### 3 MARKET SNAPSHOT

- 3.1 Total Addressable Market (TAM)
- 3.2 Funding Scenario
- 3.3 Segmented Addressable Market (SAM)
- 3.4 Porter 5 (Five) Forces
- 3.5 Market Dynamics
  - 3.5.1 Drivers
    - 3.5.1.1 Rise in the incidence of cancer globally
    - 3.5.1.2 Increasing popularity of MI surgeries
    - 3.5.1.3 Increase in the number of outpatient procedures
    - 3.5.1.4 Rise in elderly population
  - 3.5.2 Restraints
    - 3.5.2.1 Complications and risks associated with brachytherapy procedures
    - 3.5.2.2 High costs of instrument and therapy
    - 3.5.2.3 Lack of trained technicians in developing countries
    - 3.5.2.1 Intense competition among vendors
  - 3.5.3 Opportunities
    - 3.5.3.1 Advancement in technology
    - 3.5.3.2 Increasing adoption of non-invasive procedures in emerging countries

- 3.5.3.1 Increasing healthcare spending
- 3.5.3.1 Shift toward minimal and non-invasive procedures
- 3.5.4 DRO – Impact Analysis
- 3.5.5 Key Stakeholders

## **4 BRACHYTHERAPY MARKET SEGMENTATION BY METHODS: MARKET SIZE & ANALYSIS**

- 4.1 Overview
- 4.2 High-dose Rate Brachytherapy Market
  - 4.2.1 Overview
- 4.3 Low-dose Rate Brachytherapy Market
  - 4.3.1 Overview
- 4.4 Intermediate Dose Rate Brachytherapy Market
  - 4.4.1 Overview
- 4.5 Pulsed Dose Rate Brachytherapy Market
  - 4.5.1 Overview

## **5 BRACHYTHERAPY MARKET SEGMENTATION BY CONSUMABLES**

- 5.1 Overview
- 5.2 Seeds
- 5.3 Applicators, Afterloaders, and Other Accessories

## **6 BRACHYTHERAPY MARKET SEGMENTATION BY APPLICATIONS**

- 6.1 Overview
- 6.2 Prostate Cancer
- 6.3 Cervical Cancer
- 6.4 Breast Cancer
- 6.5 Lung Cancer
- 6.6 Head & Neck Cancer
- 6.7 Brain Cancer
- 6.8 Others

## **7 END-USERS: MARKET SIZE AND ANALYSIS**

- 7.1 Overview
- 7.2 Hospitals

- 7.3 Radiation Therapy Centers
- 7.4 Ambulatory Surgery Centers
- 7.5 Others

## **8 REGIONS: MARKET SIZE & ANALYSIS**

- 8.1 Overview
- 8.2 North America
  - 8.2.1 Market Overview
  - 8.2.2 US
  - 8.2.3 Canada
- 8.3 Europe
  - 8.3.1 Market Overview
  - 8.3.2 UK
  - 8.3.3 Germany
  - 8.3.4 France
  - 8.3.5 Spain
- 8.4 APAC
  - 8.4.1 Market Overview
  - 8.4.2 India
  - 8.4.3 China
  - 8.4.4 Japan
- 8.5 Rest of the World
  - 8.5.1 Market Overview
  - 8.5.2 Brazil
  - 8.5.3 Middle East

## **9 COMPETITIVE LANDSCAPE**

- 9.1 Competitor Comparison Analysis

## **10 VENDOR PROFILES**

- 10.1 Elekta AB
  - 10.1.1 Overview
  - 10.1.2 Geographic Revenue
  - 10.1.3 Business Focus
  - 10.1.4 SWOT Analysis
  - 10.1.5 Business Strategies

## 10.2 Varian Medical Systems Inc.

- 10.2.1 Overview
- 10.2.2 Business Units
- 10.2.3 Geographic Revenue
- 10.2.4 Business Focus
- 10.2.5 SWOT Analysis
- 10.2.6 Business Strategies

## 10.3 C. R. Bard Inc.

- 10.3.1 Overview
- 10.3.2 Business Units
- 10.3.3 Business Focus
- 10.3.4 SWOT Analysis
- 10.3.5 Business Strategies

## 10.4 Eckert & Ziegler BEBIG

- 10.4.1.1 Overview
- 10.4.1.2 Business Units
- 10.4.1.3 Business Units
- 10.4.1.4 Geography
- 10.4.1.5 Business Focus
- 10.4.1.6 SWOT Analysis
- 10.4.1.7 Business Strategies

## 10.5 Theragenics Corp

- 10.5.1.1 Overview
- 10.5.1.2 Business Units
- 10.5.1.3 Business Focus
- 10.5.1.4 SWOT Analysis
- 10.5.1.5 Business Strategies

## **11 COMPANIES TO WATCH FOR**

### 11.1 Carl Zeiss Meditec AG

- 11.1.1 Overview

### 11.2 Mevion Medical Systems Inc.

- 11.2.1 Overview

### 11.3 Nordion Inc.

- 11.3.1 Overview

### 11.4 IsoRay Inc.

- 11.4.1 Overview

### 11.5 Hitachi Medical Corp.



11.5.1 Overview

11.6 ViewRay Inc.

11.6.1 Overview

?

## Tables

Table 1 FUNDING SCENARIO

Table 2 GLOBAL BRACHYTHERAPY DEVICES MARKET BY TYPES, 2017–2024 (\$MILLION)

Table 3 GLOBAL BRACHYTHERAPY DEVICES MARKET REVENUE BY REGIONS FORECAST, 2017–2024 (\$MILLION)

Table 1 GLOBAL BRACHYTHERAPY DEVICES MARKET BY VENDOR RANKING, 2017

Table 2 ELEKTA AB: PRODUCT OFFERINGS

Table 3 ELEKTA AB: RECENT DEVELOPMENTS

Table 4 VARIAN MEDICAL SYSTEMS INC.: PRODUCT OFFERINGS

Table 5 VARIAN MEDICAL SYSTEMS INC.: RECENT DEVELOPMENTS

Table 6 C. R. BARD INC.: PRODUCT OFFERINGS

Table 7 C. R. BARD INC.: RECENT DEVELOPMENTS

Table 8 ECKERT & ZIEGLER BEBIG: PRODUCT OFFERINGS

Table 9 ECKERT & ZIEGLER BEBIG: RECENT DEVELOPMENTS

Table 10 THERAGENICS CORP: PRODUCT OFFERINGS

Table 11 THERAGENICS CORP: RECENT DEVELOPMENTS

Table 12 CARL ZEISS MEDITEC AG: SNAPSHOT

Table 13 CARL ZEISS MEDITEC AG: RECENT DEVELOPMENTS

Table 14 MEVION MEDICAL SYSTEMS INC.: SNAPSHOT

Table 15 MEVION MEDICAL SYSTEMS INC.: RECENT DEVELOPMENTS

Table 16 NORDION INC.: SNAPSHOT

Table 17 NORDION INC.: RECENT DEVELOPMENTS

Table 18 ISORAY INC.: SNAPSHOT

Table 19 ISORAY INC.: RECENT DEVELOPMENTS

Table 20 HITACHI MEDICAL CORP.: SNAPSHOT

Table 21 HITACHI MEDICAL CORP.: RECENT DEVELOPMENTS

Table 22 VIEWRAY INC.: SNAPSHOT

Table 23 VIEWRAY INC.: RECENT DEVELOPMENTS

## Charts

Chart 1 GLOBAL MEDICAL DEVICES MARKET SEGMENTATION

Chart 2 AGEING DEMOGRAPHIC GROWTH

Chart 3 US POPULATION DISTRIBUTION BY AGE (US, CENSUS BUREAU, CMS 2015)

Chart 4 US HEALTHCARE CONSUMPTION BY AGE (US, CENSUS BUREAU, CMS 2015)

Chart 5 WORLD POPULATION AGED 65 YEARS AND ABOVE, 1960-2060 (%)

Chart 6 GLOBAL HEALTHCARE EXPENDITURE GDP AND PER-CAPITA SPENDING IN 2015

Chart 8 RESEARCH METHODOLOGY

Chart 9 GLOBAL RADIATION ONCOLOGY MARKET BY THERAPY TYPE, 2017 (%)

Chart 10 GLOBAL BRACHYTHERAPY DEVICES MARKET REVENUE, 2017-2024 (\$MILLION)

Chart 11 PORTERS 5 FORCES ON BRACHYTHERAPY DEVICES MARKET

Chart 12 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES

Chart 13 DRO - IMPACT ANALYSIS OF BRACHYTHERAPY DEVICES MARKET

Chart 14 KEY STAKEHOLDERS

Chart 15 GLOBAL BRACHYTHERAPY DEVICES MARKET BY TYPE SEGMENTATION, 2017 (% SHARE)

Chart 16 GLOBAL BRACHYTHERAPY DEVICES MARKET BY TYPE SEGMENTATION, 2024 (% SHARE)

Chart 17 GLOBAL BRACHYTHERAPY DEVICES MARKET OVERVIEW BY PRODUCT TYPE 2017

Chart 18 GLOBAL HIGH-DOSE RATE BRACHYTHERAPY MARKET BY REVENUE, 2017–2024 (\$MILLION)

Chart 19 GLOBAL LOW DOSE RATE BRACHYTHERAPY MARKET BY REVENUE, 2017–2024 (\$MILLION)

Chart 20 GLOBAL INTERMEDIATE DOSE RATE MARKET BY REVENUE, 2017–2024 (\$MILLION)

Chart 21 GLOBAL PULSED DOSE RATE MARKET BY REVENUE, 2017–2024 (\$MILLION)

Chart 22 GLOBAL BRACHYTHERAPY DEVICES MARKET SHARE BY CONSUMABLES SEGMENTATION, 2017 (%)

Chart 23 GLOBAL BRACHYTHERAPY DEVICES MARKET SEGMENTATION BY PRODUCT TYPE, 2017-2024 (\$MILLION)

Chart 24 GLOBAL BRACHYTHERAPY DEVICES MARKET SEGMENTATION BY PRODUCT TYPE, 2016-2023 (% SHARE)

Chart 25 GLOBAL BRACHYTHERAPY MARKET SHARE BY APPLICATION SEGMENTATION, 2017 (%)

Chart 26 GLOBAL BRACHYTHERAPY MARKET SHARE BY END-USERS  
SEGMENTATION, 2017 (%)

Chart 27 GLOBAL BRACHYTHERAPY DEVICES MARKET BY GEOGRAPHICAL  
SEGMENTATION, 2017 (%)

Chart 28 GLOBAL BRACHYTHERAPY DEVICES MARKET OVERVIEW BY REGIONS  
2017 (\$ MILLION)

Chart 29 BRACHYTHERAPY DEVICES MARKET REVENUE IN NORTH AMERICA,  
2017–2024 (\$MILLION)

Chart 30 BRACHYTHERAPY DEVICES MARKET REVENUE IN THE EUROPE,  
2017–2024 (\$MILLION)

Chart 31 BRACHYTHERAPY DEVICES MARKET REVENUE IN THE APAC,  
2017–2024 (\$MILLION)

Chart 32 BRACHYTHERAPY DEVICES MARKET REVENUE IN THE REST OF THE  
WORLD, 2017–2024 (\$MILLION)

Chart 33 GLOBAL BRACHYTHERAPY DEVICES MARKET SEGMENTATION BY  
GEOGRAPHY, 2017-2024 (\$MILLION)

Chart 34 GLOBAL BRACHYTHERAPY DEVICES MARKET SEGMENTATION BY  
GEOGRAPHY, 2017-2024 (%)

Chart 35 ELEKTA AB: OVERVIEW SNAPSHOT

Chart 36 ELEKTA AB: GEOGRAPHIC REVENUE

Chart 37 ELEKTA AB: SWOT ANALYSIS

Chart 38 VARIAN MEDICAL SYSTEMS INC.: OVERVIEW SNAPSHOT

Chart 39 VARIAN MEDICAL SYSTEMS INC.: BUSINESS UNITS

Chart 40 VARIAN MEDICAL SYSTEMS INC.: GEOGRAPHIC REVENUE

Chart 41 VARIAN MEDICAL SYSTEMS INC.: SWOT ANALYSIS

Chart 42 C. R. BARD INC.: OVERVIEW SNAPSHOT

Chart 43 C. R. BARD INC.: BUSINESS UNITS

Chart 44 C. R. BARD INC.: SWOT ANALYSIS

Chart 45 ECKERT & ZIEGLER BEBIG: OVERVIEW SNAPSHOT

Chart 46 ECKERT & ZIEGLER BEBIG: BUSINESS UNITS

Chart 47 ECKERT & ZIEGLER BEBIG: GEOPGRAPHICAL PRESENCE

Chart 48 ECKERT & ZIEGLER BEBIG: SWOT ANALYSIS

Chart 49 THERAGENICS CORP: SWOT ANALYSIS

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