

World Market for Gastrointestinal Devices

<https://marketpublishers.com/r/WA24F4989ABEN.html>

Date: January 2012

Pages: 200

Price: US\$ 3,500.00 (Single User License)

ID: WA24F4989ABEN

Abstracts

This report, *The World Market for Gastrointestinal Devices*, details the market for endoscopes and other devices used for treating gastrointestinal conditions. There are many factors behind the growth of this market. Cancer is one of leading reasons for surgery with more than 1 million new cases of colon/rectum cancer reported each year around the world. Obesity is another reason for growth. More and more people worldwide are turning to gastric bypass (bariatric surgery) and gastric banding to aide in their weight loss, thus increasing the need for gastrointestinal endoscopy.

Improved technology is another driver for the market. Newer technologies such as the capsule endoscopy and other devices have also increased this market. These miniaturized in-vivo robots assist by performing several surgical functions such as visualization but are not attached to or constrained by laparoscopic tool lever arms. Using robotic cameras inside the body simplifies port and tool placement.

Kalorama's *World Market for Gastrointestinal Equipment* provides device marketers, manufacturers and investors with market sizes and forecast for gastrointestinal devices, and equipment, including the following segments:

Endoscopes (Rigid, Flexible)

Capsule Endoscopes

Bariatric Surgery Devices

Ostomy Products

Enteral Feeding Pumps

Other

In addition the report provides the following data of important to understanding the gastrointestinal device market:

Regional Breakout of Market (US, Europe, Japan, ROW)

Product Offerings of Major Vendors

Market Share by Major Vendor

Recent Mergers and Acquisitions

Discussion of Key Industry Trends

U.S. and Europe Procedure Volumes (Appendectomy, Bariatric Surgery, Cholecystectomy, Endoscopy, Intestine Transplant, Liver Transplant, Pancreas Transplant)

Drivers of Conditions: Stress, Alcohol, Smoking and Caffeine Consumption.

Information on Bariatric Surgery Reimbursement, Upper GI/Colonoscopy Reimbursement, Cholecystectomy Reimbursement

Profiles of Leading Instrument and Equipment Suppliers

Knowing the competitors operating in any device market is crucial to understanding the opportunities. Kalorama has analyzed the key companies in the GI space. Coverage the following companies is included:

Boston Scientific Corporation

Conmed Corporation

Covidien Ltd.

Fujinon

Given Imaging, Ltd.

Johnson & Johnson (Ethicon Endo-Surgery)

Karl Storz GmbH & Co KG

Olympus Corporation

Pentax

Stryker Corporation

Welch Allyn

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ConvaTec

Cook Medical

Covidien
Ethicon- Endo
Fresenius Kabi
Fujinon Endoscopy
Given Imaging
Karl Storz
Lumenis
Olympus Optical
Pentax Medical
Richard Wolf
Stryker Corporation
US Endoscopy
Welch Allyn

Acquisitions and Collaborations

Given Imaging and Sierra Scientific
Covidien and BARRX Medical
Olympus Corporation and Gyrus Plc.
Olympus and Spirus Medical
Given Imaging and Fujifilm
Pentax and Hoya
Karl Storz and Endogastric
Stryker and Sightline Technologies

General Product Descriptions

Endoscopes
Viewing Sheath (Scope)
Flexible
Rigid
Light Source
Fiberoptic Lighting
Bulbs
Projection Lamp
Power Source
Battery Box
Rheostat
Cameras and Video Support
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(Ethicon Endo-Surgery)

Karl Storz GmbH & Co KG

Olympus Corporation

Stryker Corporation

Welch Allyn

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American Society for Bariatric Physicians

American Society for Metabolic and Bariatric Surgery

Crohn's & Colitis Foundation of America, Inc.

European Liver Transplant Registry - ELTR

European Liver and Intestine Transplant Association (ELITA)

International Foundation for Functional Gastrointestinal Disorders

National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

Society of Gastroenterology Nurses and Associates, Inc.

Society of American Gastrointestinal Endoscopic Surgeons (SAGES)

Wound, Ostomy and Continence Nurses Society

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