

# **North America Contrast Media Market By Product Type (Iodinated, Barium-based, Gadolinium-based and Microbubble) By Application (Neurological disorders, Cancer, Cardiovascular disorders, Gastrointestinal disorders, Nephrological disorders, Musculoskeletal disorders and Other Applications) By Modality (X-ray/CT, MRI and Ultrasound) By Country, Industry Analysis and Forecast, 2019 - 2025**

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## **Abstracts**

The North America Contrast Media Market would witness market growth of 2.91% CAGR during the forecast period (2019-2025).

The first contrast agent based on gadolinium had been approved in the United States. Over the past decade, four agents have been licensed in the U.S. and they have set a stringent trend in the industry to continue finding more efficient, reliable, and safe agents. In the coming years, the contrast media revenues are projected to rise in the USA. Sales of contrast media for the ultrasound market might have a significant growth rate among the various imaging modalities. The United States is North America's biggest consumer market for contrast media.

Contrast media is used to enhance the body's internal images created by ultrasound, MRI, x-ray and CT scans. This helps the radiologists to distinguish between normal and abnormal tissues. They're not the dyes that permanently discolor the internal organs. Rather, they are the substances that temporarily change how imaging devices communicate with the body. These help to distinguish the chosen body areas from the surrounding tissue and thus enhance the visibility of different tissues, blood vessels,

and organs.

Market growth can be attributed to the oligopolistic existence of the contrast media market. Main companies such as Bayer, GE Healthcare, Guerbet, Lantheus Medical Imaging, and Bracco Diagnostics have a substantial market share for clinical trials. Through indication extension approaches in major countries such as the U.S., these businesses aim for a greater share. They target niche patient cohorts with approvals for unique conditions and raise the degree of product adoption.

Based on Product Type, the market is segmented into Iodinated, Barium-based, Gadolinium-based and Microbubble. Based on Application, the market is segmented into Neurological disorders, Cancer, Cardiovascular disorders, Gastrointestinal disorders, Nephrological disorders, Musculoskeletal disorders and Other Applications. Based on Modality, the market is segmented into X-ray/CT, MRI and Ultrasound. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Bayer AG, General Electric (GE) Co. (GE Healthcare), The Guerbet Group, Lantheus Holdings, Inc., Bracco S.p.A., Trivitron Healthcare Pvt. Ltd., Nano Therapeutics Pvt. Ltd., Magnus Health, LLC (Veracross LLC), Imax Diagnostic Imaging Limited, and Daiichi Sankyo Company, Limited.

Scope of the Study

Market Segmentation:

By Product Type

Iodinated

Barium-based

Gadolinium-based

Microbubble

By Application

Neurological disorders

Cancer

Cardiovascular disorders

Gastrointestinal disorders

Nephrological disorders

Musculoskeletal disorders

Other Applications

#### By Modality

X-ray/CT

MRI

Ultrasound

#### By Country

US

Canada

Mexico

Rest of North America

#### Companies Profiled

Bayer AG

General Electric (GE) Co. (GE Healthcare)

The Guerbet Group

Lantheus Holdings, Inc.

Bracco S.p.A.

Trivitron Healthcare Pvt. Ltd.

Nano Therapeutics Pvt. Ltd.

Magnus Health, LLC (Veracross LLC)

Imax Diagnostic Imaging Limited

Daiichi Sankyo Company, Limited

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 North America Contrast Media Market, by Product Type
  - 1.4.2 North America Contrast Media Market, by Application
  - 1.4.3 North America Contrast Media Market, by Modality
  - 1.4.4 North America Contrast Media Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Product Expansions
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
  - 3.3.2 Key Strategic Move: (Product Launches and Product Expansions: Sep, 2019–Mar, 2015) Leading Players

### **CHAPTER 4. NORTH AMERICA CONTRAST MEDIA MARKET BY PRODUCT TYPE**

- 4.1 North America Iodinated Market by Country

- 4.2 North America Barium-based Market by Country
- 4.3 North America Gadolinium-based Market by Country
- 4.4 North America Microbubble Market by Country

## **CHAPTER 5. NORTH AMERICA CONTRAST MEDIA MARKET BY APPLICATION**

- 5.1 North America Neurological disorders Market by Country
- 5.2 North America Cancer Market by Country
- 5.3 North America Cardiovascular disorders Market by Country
- 5.4 North America Gastrointestinal disorders Market by Country
- 5.5 North America Nephrological disorders Market by Country
- 5.6 North America Musculoskeletal disorders Market by Country
- 5.7 North America Other Applications Market by Country

## **CHAPTER 6. NORTH AMERICA CONTRAST MEDIA MARKET BY MODALITY**

- 6.1 North America X-ray/CT Market by Country
- 6.2 North America MRI Market by Country
- 6.3 North America Ultrasound Market by Country

## **CHAPTER 7. NORTH AMERICA CONTRAST MEDIA MARKET BY COUNTRY**

- 7.1 USA Contrast Media Market
  - 7.1.1 USA Contrast Media Market by Product Type
  - 7.1.2 USA Contrast Media Market by Application
  - 7.1.3 USA Contrast Media Market by Modality
- 7.2 Canada Contrast Media Market
  - 7.2.1 Canada Contrast Media Market by Product Type
  - 7.2.2 Canada Contrast Media Market by Application
  - 7.2.3 Canada Contrast Media Market by Modality
- 7.3 Mexico Contrast Media Market
  - 7.3.1 Mexico Contrast Media Market by Product Type
  - 7.3.2 Mexico Contrast Media Market by Application
  - 7.3.3 Mexico Contrast Media Market by Modality
- 7.4 Rest of North America Contrast Media Market
  - 7.4.1 Rest of North America Contrast Media Market by Product Type
  - 7.4.2 Rest of North America Contrast Media Market by Application
  - 7.4.3 Rest of North America Contrast Media Market by Modality

## CHAPTER 8. COMPANY PROFILES

### 8.1 Bayer AG

8.1.1 Company Overview

8.1.2 Financial Analysis

8.1.3 Segmental and Regional Analysis

8.1.4 Research & Development Expense

8.1.5 Recent strategies and developments:

8.1.5.1 Product Launches and Product Expansions:

8.1.5.2 Approvals:

### 8.2 General Electric (GE) Co. (GE Healthcare)

8.2.1 Company Overview

8.2.2 Financial Analysis

8.2.3 Segmental and Regional Analysis

8.2.4 Research & Development Expense

8.2.5 Recent strategies and developments:

8.2.5.1 Product Launches and Product Expansions:

8.2.6 SWOT Analysis

### 8.3 The Guerbet Group

8.3.1 Company Overview

8.3.2 Financial Analysis

8.3.3 Regional Analysis

8.3.4 Research & Development Expenses

8.3.5 Recent strategies and developments:

8.3.5.1 Partnerships, Collaborations, and Agreements:

8.3.5.2 Acquisition and Mergers:

8.3.5.3 Product Launches and Product Expansions:

### 8.4 Lantheus Holdings, Inc.

8.4.1 Company Overview

8.4.2 Financial Analysis

8.4.3 Regional Analysis

8.4.4 Research & Development Expense

8.4.5 Recent strategies and developments:

8.4.5.1 Acquisition and Mergers:

### 8.5 Bracco S.p.A.

8.5.1 Company Overview

8.5.2 Regional Analysis

8.5.3 Recent strategies and developments:

8.5.3.1 Product Launches and Product Expansions:

8.5.3.2 Acquisition and Mergers:

8.5.3.3 Approvals:

8.6 Trivitron Healthcare Pvt. Ltd.

8.6.1 Company Overview

8.6.2 Recent strategies and developments:

8.6.2.1 Partnerships, Collaborations, and Agreements:

8.7 Nano Therapeutics Pvt. Ltd.

8.7.1 Company Overview

8.8 Magnus Health, LLC (Veracross LLC)

8.8.1 Company Overview

8.9 Imax Diagnostic Imaging Limited

8.9.1 Company Overview

8.1 Daiichi Sankyo Company, Limited

8.10.1 Company Overview

8.10.2 Financial Analysis

8.10.3 Regional Analysis

8.10.4 Research & Development Expense

8.10.5 Recent strategies and developments:

8.10.5.1 Partnerships, Collaborations, and Agreements:



## List Of Tables

### LIST OF TABLES

TABLE 1 NORTH AMERICA CONTRAST MEDIA MARKET, 2015 - 2018, USD MILLION

TABLE 2 NORTH AMERICA CONTRAST MEDIA MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– CONTRAST MEDIA MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– CONTRAST MEDIA MARKET

TABLE 5 MERGERS & ACQUISITIONS – CONTRAST MEDIA MARKET

TABLE 6 NORTH AMERICA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 7 NORTH AMERICA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 8 NORTH AMERICA IODINATED MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 9 NORTH AMERICA IODINATED MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 10 NORTH AMERICA BARIUM-BASED MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 11 NORTH AMERICA BARIUM-BASED MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 12 NORTH AMERICA GADOLINIUM-BASED MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 13 NORTH AMERICA GADOLINIUM-BASED MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 14 NORTH AMERICA MICROBUBBLE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 15 NORTH AMERICA MICROBUBBLE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 16 NORTH AMERICA CONTRAST MEDIA MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 17 NORTH AMERICA CONTRAST MEDIA MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 18 NORTH AMERICA NEUROLOGICAL DISORDERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

- TABLE 19 NORTH AMERICA NEUROLOGICAL DISORDERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 20 NORTH AMERICA CANCER MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 21 NORTH AMERICA CANCER MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 22 NORTH AMERICA CARDIOVASCULAR DISORDERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 23 NORTH AMERICA CARDIOVASCULAR DISORDERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 24 NORTH AMERICA GASTROINTESTINAL DISORDERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 25 NORTH AMERICA GASTROINTESTINAL DISORDERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 26 NORTH AMERICA NEPHROLOGICAL DISORDERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 27 NORTH AMERICA NEPHROLOGICAL DISORDERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 28 NORTH AMERICA MUSCULOSKELETAL DISORDERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 29 NORTH AMERICA MUSCULOSKELETAL DISORDERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 30 NORTH AMERICA OTHER APPLICATIONS MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 31 NORTH AMERICA OTHER APPLICATIONS MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 32 NORTH AMERICA CONTRAST MEDIA MARKET BY MODALITY, 2015 - 2018, USD MILLION
- TABLE 33 NORTH AMERICA CONTRAST MEDIA MARKET BY MODALITY, 2019 - 2025, USD MILLION
- TABLE 34 NORTH AMERICA X-RAY/CT MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 35 NORTH AMERICA X-RAY/CT MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 36 NORTH AMERICA MRI MARKET BY COUNTRY, 2015 - 2018, USD MILLION
- TABLE 37 NORTH AMERICA MRI MARKET BY COUNTRY, 2019 - 2025, USD MILLION
- TABLE 38 NORTH AMERICA ULTRASOUND MARKET BY COUNTRY, 2015 - 2018,

USD MILLION

TABLE 39 NORTH AMERICA ULTRASOUND MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 40 NORTH AMERICA CONTRAST MEDIA MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 41 NORTH AMERICA CONTRAST MEDIA MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 42 USA CONTRAST MEDIA MARKET, 2015 - 2018, USD MILLION

TABLE 43 USA CONTRAST MEDIA MARKET, 2019 - 2025, USD MILLION

TABLE 44 USA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 45 USA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 46 USA CONTRAST MEDIA MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 47 USA CONTRAST MEDIA MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 48 USA CONTRAST MEDIA MARKET BY MODALITY, 2015 - 2018, USD MILLION

TABLE 49 USA CONTRAST MEDIA MARKET BY MODALITY, 2019 - 2025, USD MILLION

TABLE 50 CANADA CONTRAST MEDIA MARKET, 2015 - 2018, USD MILLION

TABLE 51 CANADA CONTRAST MEDIA MARKET, 2019 - 2025, USD MILLION

TABLE 52 CANADA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 53 CANADA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 54 CANADA CONTRAST MEDIA MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 55 CANADA CONTRAST MEDIA MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 56 CANADA CONTRAST MEDIA MARKET BY MODALITY, 2015 - 2018, USD MILLION

TABLE 57 CANADA CONTRAST MEDIA MARKET BY MODALITY, 2019 - 2025, USD MILLION

TABLE 58 MEXICO CONTRAST MEDIA MARKET, 2015 - 2018, USD MILLION

TABLE 59 MEXICO CONTRAST MEDIA MARKET, 2019 - 2025, USD MILLION

TABLE 60 MEXICO CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 61 MEXICO CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 62 MEXICO CONTRAST MEDIA MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 63 MEXICO CONTRAST MEDIA MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 64 MEXICO CONTRAST MEDIA MARKET BY MODALITY, 2015 - 2018, USD MILLION

TABLE 65 MEXICO CONTRAST MEDIA MARKET BY MODALITY, 2019 - 2025, USD MILLION

TABLE 66 REST OF NORTH AMERICA CONTRAST MEDIA MARKET, 2015 - 2018, USD MILLION

TABLE 67 REST OF NORTH AMERICA CONTRAST MEDIA MARKET, 2019 - 2025, USD MILLION

TABLE 68 REST OF NORTH AMERICA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 69 REST OF NORTH AMERICA CONTRAST MEDIA MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 70 REST OF NORTH AMERICA CONTRAST MEDIA MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 71 REST OF NORTH AMERICA CONTRAST MEDIA MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 72 REST OF NORTH AMERICA CONTRAST MEDIA MARKET BY MODALITY, 2015 - 2018, USD MILLION

TABLE 73 REST OF NORTH AMERICA CONTRAST MEDIA MARKET BY MODALITY, 2019 - 2025, USD MILLION

TABLE 74 KEY INFORMATION – BAYER AG

TABLE 75 KEY INFORMATION – GENERAL ELECTRIC (GE) CO.

TABLE 76 KEY INFORMATION – THE GUERBET GROUP

TABLE 77 KEY INFORMATION – LANTHEUS HOLDINGS, INC.

TABLE 78 KEY INFORMATION – BRACCO S.P.A.

TABLE 79 KEY INFORMATION – TRIVITRON HEALTHCARE PVT. LTD.

TABLE 80 KEY INFORMATION – NANO THERAPEUTICS PVT. LTD.

TABLE 81 KEY INFORMATION – MAGNUS HEALTH LLC

TABLE 82 KEY INFORMATION – IMAX DIAGNOSTIC IMAGING LIMITED

TABLE 83 KEY INFORMATION – DAIICHI SANKYO COMPANY, LIMITED

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS: SEP, 2019–MAR, 2015) LEADING PLAYERS

FIG 5 SWOT ANALYSIS: GENERAL ELECTRIC CO.

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: THE GUERBET GROUP

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: BRACCO S.P.A.

## I would like to order

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