

Medical Holography Market - Forecasts from 2016 to 2021

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Abstracts

Holography is a method of creating a 3D image of an object by recording a split beam of light from a laser which is reflected from the object. It is then combined with the film with light from a reference beam which enables the viewer to see a 3D image. An aging population and growing instances of chronic diseases have augmented the demand for holography technology in diagnostic imaging. Furthermore, rising adoption of holography products in medical education, biomedical research, and other clinical applications for gaining deep insights to the disease is also bolstering the global medical holography market growth. Geographically, North America held the largest share of global medical holography market in 2015 owing to high funding for R&D activities and early adoption of holography technology and products by healthcare sector. Asia Pacific is also poised to grow at a considerable growth rate due to factors such as rising healthcare spending, improving healthcare infrastructure in developing economies such as China, India, and South Korea, and growing awareness regarding the usage of holography products in medical applications. However, the requirement of high capital investment and cost of the technology will hinder the growth of this market during the forecast period.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which has been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Medical Holography. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Medical Holography Market has been segmented on the basis of Product Type, application and geography as follows:

By Product Type

Holographic Prints

Holographic Microscopes

Holographic Software

Holographic Displays

Others

By Application

Medical Education

Biomedical Research

Medical Imaging

By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

Middle East and Africa

Asia Pacific

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are EchoPixel, Realview Imaging, Mach7 Technologies, Ovizio Imaging systems, Holoxica, and zSpace among others.

Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1. Market Overview and Segmentation

4.2. Drivers

4.3. Restraints

4.4. Opportunities

4.5. Porter's Five Forces

4.6. Supplier Outlook

4.7. Industry Outlook

4.8. Industry Value Chain Analysis

4.9. Scenario Analysis

5. MEDICAL HOLOGRAPHY MARKET FORECAST BY PRODUCT TYPE (US\$ BILLION)

5.1. Holographic Displays

5.2. Holographic Prints

5.3. Holographic Software

5.4. Holographic Microscopes

5.5. Others

6. MEDICAL HOLOGRAPHY MARKET FORECAST BY APPLICATIONS (US\$ BILLION)

6.1. Medical Education

6.2. Medical Imaging

6.3. Biomedical Research

7. MEDICAL HOLOGRAPHY MARKET FORECAST BY GEOGRAPHY (US\$ BILLION)

- 7.1. Americas
 - 7.1.1. North America
 - 7.1.2. South America
- 7.2. Europe Middle East and Africa
 - 7.2.1. Europe
 - 7.2.2. Middle East and Africa
- 7.3. Asia Pacific

8. COMPETITIVE INTELLIGENCE

- 8.1. Market Share of Key Players
- 8.2. Investment Analysis
- 8.3. Recent Deals
- 8.4. Strategies of Key Players

9. COMPANY PROFILES

- 9.1. NanoLive
- 9.2. Mach7 Technologies
- 9.3. Holoxica
- 9.4. Zebra Imaging
- 9.5. EchoPixel
- 9.6. Realview Imaging
- 9.7. zSpace
- 9.8. Eon Reality
- 9.9. Holoxica
- 9.10. Lyncee Tec

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