

Advanced Visualization Market by Products (Hardware, Software), Services, Solution (Standalone, Enterprise), Imaging Modality (MRI, CT, PET, Ultrasound, Radiotherapy), Clinical Application (Radiology, Orthopedics, Cardiac, Neurology) - Forecasts to 2021

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Abstracts

The advanced visualization (AV) market in terms of value is expected to reach USD 3.19 billion by 2021 from USD 1.89 billion in 2016; growing at a CAGR of 11.0% from 2016 to 2021. This market is categorized on the basis of products and services, type of solution, imaging modality, clinical application, and end user.

Major factors contributing to the growth of advanced visualization market include technological advancements in AV software such as integration of PACS & AV tools, improved diagnostic interpretation with AV tools, rising prevalence of target diseases, and growing demand for advanced diagnostic procedures. However, factors such as limited medical reimbursements for radiology-based diagnostic procedures and technological limitations associated with existing advanced visualization analysis may restrain the market growth.

On the basis of type of solution, the market is segmented into enterprise-wide thin client-based solutions and stand-alone workstation-based solutions. In 2016, the enterprise-wide thin client-based solutions is expected to account for the largest share of the market due to offered benefits such as enhanced data storage capacity, data transfer capabilities, multi-user interface, streamlined analysis, and centralized post-processing solutions.

On the basis of clinical application, the market is segmented into radiology/interventional radiology, cardiology, orthopedics, oncology, vascular, neurology, and other clinical areas (obstetrics/gynaecology, urology, pulmonary, and gastroenterology). In 2016, the radiology/interventional radiology segment is expected to account for the largest share of the market. The growing adoption of centralized server-based AV software, rising market preference for process automation and digitization of radiology diagnostics, and increasing adoption of AV solutions in radiology departments are key factors driving market growth in the radiology/interventional radiology segment.

On the basis of end user, the market is segmented into hospitals and surgical centers, imaging centers, academic and research centers, and other end users (pharmaceutical/biotechnology companies and CROs). In 2016, the hospitals and surgical centers segment is expected to account for the largest share of the market due to rising demand for advanced diagnostic technologies, patient preference for earlier and accurate disease diagnosis, and growing automation & digitalization of diagnostic workflow in healthcare facilities.

Research Coverage

Apart from the comprehensive geographical and product analysis and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by industry players over the last three years. In addition, the company profiles comprise basic views on key players in the advanced visualization market and their product portfolios, developments, and strategies. The above-mentioned market research data, current market size, and forecast of the future trends will help key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, changes in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms, garner a greater market share. Firms purchasing the report can use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers

Market Penetration: Comprehensive information on the product portfolios of top players in the advanced visualization market. The report analyzes the advanced visualization market by products and services, type of solution, imaging modality, clinical application, and end user

Product Development/Innovation: Detailed insights on the upcoming technologies, R&D activities, and new product launches in the advanced visualization market

Competitive Assessment: In-depth assessment of market strategies, geographical and business segments, and product portfolios of leading players in the advanced visualization market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the market for various advanced visualization products across geographies

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the advanced visualization market

Scope of the Report

The research report categorizes the advanced visualization market into the following segments and subsegments:

Advanced Visualization Market, by Products and Services

Hardware and Software

Services

Implementation Services

Post-sale and Maintenance Services

Consulting/Optimization Services

Training and Education Services

Advanced Visualization Market, by Type of Solution

Enterprise-wide Thin Client-based Solutions

Standalone Workstation-based Solutions

Advanced Visualization Market, by Imaging Modality

Magnetic Resonance Imaging (MRI)

Computed Tomography (CT)

Positron Emission Tomography (PET)

Ultrasound

Radiotherapy (RT)

Nuclear Medicine

Other Imaging Modalities (PET/CT and SPECT)

Advanced Visualization Market, by Clinical Application

Radiology/Interventional Radiology

Cardiology

Orthopedics

Oncology

Vascular

Neurology

Other Clinical Applications (Obstetrics/Gynaecology, Urology, Pulmonary, and Gastroenterology)

Advanced Visualization Market, by End User

Hospitals and Surgical Centers

Imaging Centers

Academic and Research Centers

Other End Users (Pharmaceutical/Biotechnology Companies and CROs)

Advanced Visualization Market, by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Rest of Europe

Asia-Pacific

Japan

China

India

Rest of Asia-Pacific

Rest of the World

Target Audience

Advanced visualization software vendors

Independent software vendors (ISVs)

Original equipment manufacturers (OEMs) of imaging modalities

Picture archiving and communication system (PACS) vendors

Hospitals and surgical centers

Diagnostic imaging centers

Healthcare IT companies

Clinical research organizations

Academic institutes and research laboratories

Market research and consulting firms

Reimbursement providers

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