

European Mammography Workstations Market by Modality (Multimodal, Standalone), Application (Diagnosis, Advanced Imaging, Clinical Review), End User (Hospital, Breast Care Centers, Academia), Country (Germany, UK, France, Italy, Spain) - Forecast to 2024

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Abstracts

“The European mammography workstations market is projected to grow at a CAGR of 5.5% from 2018 to 2024.”

The European mammography workstations market is projected to reach USD 14 million by 2024 from USD 10 million in 2018, at a CAGR of 5.5%. The adoption of mammography workstations and related software platforms is growing across major European countries such as Germany, the UK, France, Spain, Italy, and Sweden. This can majorly be attributed to the rising burden of breast cancer, the increasing market availability of multimodality diagnostic platforms, and the increasing patient awareness about the clinical benefits associated with the early diagnosis of breast conditions. On the other hand, the high cost of mammography workstations and procedures is restraining the growth of this market.

“Multimodality mammography workstations segment to witness the highest growth in the European mammography workstations market during the forecast period.”

On the basis of modality, the European mammography workstations market is segmented into mammography (X-ray) workstations and multimodality mammography workstations. The multimodality mammography workstations segment is expected to witness the highest growth in the European mammography workstations market during

the forecast period. This can be attributed to the increasingly supportive government initiatives/regulations in Europe, increasing awareness about the diagnostic efficacy of contrast-enhanced digital mammography, growing market availability of integrated mammography solutions, techno-commercial advantages associated with multimodality mammography workstations, and the rising prevalence of breast cancer.

“Diagnostic screening segment accounted for the largest share of the European mammography workstations market, by application, in 2018.”

On the basis of applications, the European mammography workstations market is segmented into diagnostic screening, advanced imaging, and clinical review. The diagnostic screening segment accounted for the largest share of the European mammography workstations market in 2018. This can be attributed to the ongoing market transition from 2D to 3D clinical diagnostics; the market shift from single-modality workstations to multimodality diagnostic imaging; greater integration of key diagnostic imaging modalities with PACS, artificial intelligence (AI), and cloud-based platforms across mature countries; and the large end-user base for mammography in Europe coupled with their ongoing integration with imaging workstations across key countries.

“Germany to register the highest growth rate in the European mammography workstations market during the forecast period.”

By country, the European mammography workstations market is segmented into Germany, the UK, France, Italy, Spain, and the Rest of Europe (RoE). Germany accounted for the largest share of the European mammography workstations market in 2018, and is projected to register the highest growth during the forecast period. The large share and high growth in Germany is primarily attributed to the better reimbursement scenario in the country as compared to other European countries, wider acceptance of multimodality mammography workstations among major end users (such as hospitals, surgical clinics, and breast care centers), and the rising patient demand for improved cancer screening.

Breakdown of supply-side primary interviews:

By Company Type: Tier 1: 45%, Tier 2: 34%, and Tier 3: 21%

By Designation: C-level: 14%, Director-level: 10%, and Others: 76%

By Region: Germany: 35%, the UK: 32%, France: 25%, and the RoE: 8%

Prominent players operating in the European mammography workstations market are General Electric (US), Koninklijke Philips N.V. (Netherlands), Hologic Inc. (US), Siemens (Germany), FUJIFILM Corporation (Japan), Carestream Health (US), EIZO Corporation (Japan), Agfa-Gevaert Group (Belgium), Barco (Belgium), Konica Minolta, Inc. (Japan), Benetec Advanced Medical Systems (Belgium), PLANMED OY (Finland), Sectra AB (Sweden), Aycan Medical Systems, LLC. (US), and Esaote SPA (Italy).

Research Coverage

This report studies the European mammography workstations market based on modality, application, end user, and country. It also covers factors affecting market growth, analyzes various opportunities and challenges in the market, and provides details of the competitive landscape for market leaders. Furthermore, the study analyzes micromarkets with respect to their individual growth trends and forecasts the size of market segments with respect to key countries—Germany, the UK, France, Italy, Spain, and the RoE.

Reasons to Buy the Report:

From an insights perspective, this research report focuses on various levels of analysis—market ranking analysis of the top players, and their company profiles, which together comprise and discuss basic views on the competitive landscape, emerging segments of the European mammography workstations market, and high-growth regions and their drivers, restraints, challenges, and opportunities. 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 greater market shares.

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