

# Global Minimally Invasive Surgery Market (2010 - 2015)

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## Abstracts

The technology shift from invasive to minimally invasive surgery (MIS) has brought about significant changes in the field of medicine. MIS techniques improve surgical outcomes, reduce associated risks, and also minimize the time required for post-operative recovery and hospitalization. These factors have led a rapid growth of MIS procedures over open surgeries. While minimally invasive cosmetic surgeries are witnessing growth due to the rising levels of health- and beauty-consciousness, and minimally invasive cardiac surgery offers greater safety and cost-effectiveness than invasive techniques.

However, the high initial investments for MIS devices form a significant cause for concern. This is the case even in developed markets such as the U.S., where healthcare reforms are expected to reduce Medicare and Medicaid payments to hospitals. This is expected to reduce hospital expenditure on medical equipment. In addition to the comprehensive information on the macro-markets, this report gives a detailed analysis of critical micro-markets, which have so far remained unexplored.

## Scope of the report

This research report categorizes the global market for minimally invasive surgery devices on the basis of products, applications, technology and geography; forecasting revenues and analyzing trends in each of the following submarkets:

### **On the basis of products:**

Endoscopic Devices, Electrosurgical Devices, Monitoring and Visualization devices, Cryosurgical Units, Imaging technology and Other MIS Devices (Catheters and Medical Robots).

**On the basis of technology:**

Capsule Endoscope and Medical Robots

**On the basis of applications:**

Cosmetic Surgery, Cardiac Surgery, Gastrointestinal Surgery, Orthopaedic Surgery, Laparoscopic Surgery and Cryosurgery.

The MIS market is analyzed on the basis of major geographies such as U.S., Europe, APAC and ROW

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive outlook. This report will also provide market tables for covering the sub-segments and micro-markets. In addition, the report also provides more than 30 company profiles covering all the sub-segments.

**What makes our reports unique?**

We provide the longest market segmentation chain in this industry- not many reports provide market breakdown upto level 5.

We provide 10% customization. Normally it is seen that clients do not find specific market intelligence that they are looking for. Our customization will ensure that you necessarily get the market intelligence you are looking for and we get a loyal customer.

We conduct detailed market positioning, product positioning and competitive positioning. Entry strategies, gaps and opportunities are identified for all the stakeholders.

Comprehensive market analysis for the following sectors:  
Pharmaceuticals, Medical Devices, Biotechnology, Semiconductor and Electronics, Energy and Power Supplies, Food and Beverages, Chemicals, Advanced Materials, Industrial Automation, and Telecom and IT. We also analyze retailers and super-retailers, technology providers, and research and development (R&D) companies.

**Key questions answered**

Which are the high-growth segments/cash cows and how is the market segmented in terms of applications and materials?

What are market estimates and forecasts; which markets are doing well and which are not?

Where are the gaps and opportunities; what is driving the market?

Which are the key playing fields? Which are the winning edge imperatives?

How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

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