

Healthcare Asset Management Market by Product (RFID (Active, Passive), RTLS, Infrared, Ultrasound Tags), Application (Hospitals (Equipment, Staff Management, Patient Monitoring), Pharmaceuticals (Drug Counterfeiting, Supply Chain)) - Global Forecast to 2020

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Abstracts

The healthcare asset management market is expected to reach USD 29,602 million by 2020 from USD 6,700 million in 2015, growing at a CAGR of 34.6% during the forecast period. The primary factors contributing to the growth of the global healthcare asset management market are high concerns for patient safety, decreasing cost of hardware, technological advancements, increasing use in the pharmaceutical industry, and increasing use in hospitals to enhance staff productivity. On the other hand, technical and operational challenges coupled with privacy and ethical issues, initial investment requirements, and RFID tag accuracy concerns are the factors restraining the growth of the market.

The global healthcare asset management market has been further segmented on the basis of products, applications, and regions. On the basis of products, the healthcare asset management market is categorized into Radiofrequency Identification (RFID) components in hospitals, RFID components in the pharmaceutical industry, Wi-Fi-based Real-time Location Systems (RTLS), and infrared and ultrasound tags. The RFID in hospitals product segment is expected to dominate the healthcare asset management market in 2015. The need to improve patient safety, supply chain productivity, and cost reduction of operations propels the growth of this market segment

On the basis of applications, the healthcare asset management market is segmented

into hospitals and pharmaceuticals. The hospitals market is subsegmented into equipment management, staff management, patient management, and temperature and humidity monitoring. The pharmaceuticals market is segmented into anti-drug counterfeiting and supply chain management.

On the basis of region, the healthcare asset management market is further segmented into North America, Europe, Asia, and RoW. The healthcare asset management market is dominated by North America, which accounted for the largest share 62.7% of the market. The increasing number of hospitals in the U.S. adopting the asset management technology and technological advancements in the region are the major factors behind the large share of this regional segment.

Asia is considered to be the fastest-growing region of the healthcare asset management market. The growth of this market can be attributed to increasing government support for healthcare asset management. Many of the companies in Asia are capable of manufacturing cheap tags based on the standards embraced by Engineering, Procurement and Construction global (EPC global), the international standards group. Experts opine that Asian governments, including those in China, Japan, and South Korea, are actively promoting RFID. In Asia, RFID research and testing is funded by individual countries, typically on a project-by-project basis.

Apart from comprehensive geographic and market sizing, the report also provides a competitive landscape; company profiles that comprise basic views on the key players in the healthcare asset management market; and product portfolios, developments, and strategies adopted by market players to maintain and increase their market shares in the near future. The above-mentioned market research data, current market size, and forecast of future trends will help key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, change 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 them to achieve 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 and services offered by the top players in the healthcare asset management market. It provides detailed insights of the market trends and factors contributing to the growth of the market.

Product Development/Innovation: Detailed insights on the upcoming technologies, research and development activities, and new product launches in the healthcare asset management market.

Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the healthcare asset management market across geographies.

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the healthcare asset management market.

Competitive Assessment: In-depth assessment of market shares, strategies, products and services, distribution networks, and manufacturing capabilities of leading players in the healthcare asset management market.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 LIMITATIONS
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primaries
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS AND LIMITATIONS
 - 2.4.1 ASSUMPTIONS
 - 2.4.2 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 HEALTHCARE ASSET MANAGEMENT MARKET, BY PRODUCT
- 4.2 HOSPITAL ASSET MANAGEMENT MARKET, BY APPLICATION
- 4.3 PHARMACEUTICAL ASSET MANAGEMENT MARKET, BY APPLICATION
- 4.4 GEOGRAPHICAL SNAPSHOT

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Strong concerns for patient safety

5.3.1.2 Decreasing cost of hardware and software

5.3.1.3 Technological advancements

5.3.1.4 Increasing use in the pharmaceutical industry

5.3.1.5 Increasing use in hospitals to enhance staff productivity

5.3.2 RESTRAINTS

5.3.2.1 Technical and operational issues

5.3.2.2 Privacy and ethical concerns

5.3.2.3 Initial investment requirements

5.3.2.4 Accuracy of RFID tags

5.3.3 OPPORTUNITIES

5.3.3.1 Upcoming technologies and trends

5.3.3.1.1 WebSphere Sensor Event Server (IBM)

5.3.3.1.2 Radiation-resistant RFID tags

5.3.3.2 Infection control

5.3.3.3 Emerging markets

5.3.4 CHALLENGES

5.3.4.1 Pharmaceutical supply chain management

6 HEALTHCARE ASSET MANAGEMENT, BY PRODUCT

6.1 INTRODUCTION

6.2 RFID IN HOSPITALS

6.2.1 HARDWARE

6.2.1.1 Tags

6.2.1.2 Readers/Integrators

6.2.1.3 Antennas

6.2.2 SOFTWARE

6.3 REAL-TIME LOCATION SYSTEMS (RTLS)

6.4 INFRARED AND ULTRASOUND TAGS

6.5 RFID IN THE PHARMACEUTICAL INDUSTRY

7 HEALTHCARE ASSET MANAGEMENT MARKET, BY APPLICATION

- 7.1 INTRODUCTION
- 7.2 HOSPITAL ASSET MANAGEMENT
 - 7.2.1 STAFF MANAGEMENT
 - 7.2.2 EQUIPMENT MANAGEMENT
 - 7.2.3 PATIENT MANAGEMENT
 - 7.2.4 TEMPERATURE AND HUMIDITY MONITORING
- 7.3 PHARMACEUTICALS ASSET MANAGEMENT
 - 7.3.1 ANTI-DRUG COUNTERFEITING
 - 7.3.2 SUPPLY CHAIN

8 HEALTHCARE ASSET MANAGEMENT MARKET, BY REGION

- 8.1 INTRODUCTION
- 8.2 NORTH AMERICA
- 8.3 EUROPE
- 8.4 ASIA
- 8.5 REST OF THE WORLD (ROW)

9 COMPETITIVE LANDSCAPE

- 9.1 OVERVIEW
- 9.2 MARKET SHARE ANALYSIS
- 9.3 COMPETITIVE SITUATIONS AND TRENDS
 - 9.3.1 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS
 - 9.3.2 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS
 - 9.3.3 ACQUISITIONS
 - 9.3.4 EXPANSIONS

10 COMPANY PROFILES

- 10.1 AEROSCOOUT INDUSTRIAL
- 10.2 EKAHAU, INC.
- 10.3 AWAREPOINT CORPORATION
- 10.4 ELPAS
- 10.5 RADIANCE
- 10.6 VERSUS TECHNOLOGY, INC.
- 10.7 VIZBEE RFID SOLUTIONS
- 10.8 ZEBRA TECHNOLOGIES CORPORATION

10.9 THINGMAGIC

10.10 SONITOR TECHNOLOGIES AS

*Details On Financials, Products & Services, Key Strategy, & Recent Developments
Might Not Be Captured In Case Of Unlisted Companies.

11 APPENDIX

11.1 INSIGHTS FROM INDUSTRY EXPERTS

11.2 DISCUSSION GUIDE

11.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

11.4 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 HEALTHCARE ASSET MANAGEMENT MARKET SIZE, BY PRODUCT, 2013–2020 (USD MILLION)

Table 2 RFID MARKET SIZE IN HOSPITALS, BY TYPE, 2013–2020 (USD MILLION)

Table 3 RFID MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 4 RFID HARDWARE MARKET SIZE IN HOSPITALS, BY PRODUCT, 2013–2020 (USD MILLION)

Table 5 RFID HARDWARE MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 6 RFID TAGS MARKET SIZE IN HOSPITALS, BY TYPE, 2013–2020 (USD MILLION)

Table 7 ACTIVE RFID TAGS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 8 PASSIVE RFID TAGS MARKET SIZE IN HOSPITALS, BY TYPE, 2013–2020 (USD MILLION)

Table 9 PASSIVE RFID TAGS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 10 LOW-FREQUENCY PASSIVE TAGS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 11 ULTRA-HIGH-FREQUENCY PASSIVE TAGS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 12 RFID TAGS MARKET SIZE IN HOSPITALS, BY TYPE, 2013–2020 (MILLION UNITS)

Table 13 RFID TAGS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (MILLION UNITS)

Table 14 RFID READERS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 15 RFID ANTENNAS MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 16 RFID SOFTWARE MARKET SIZE IN HOSPITALS, BY REGION, 2013–2020 (USD MILLION)

Table 17 RTLS MARKET SIZE, BY PRODUCT, 2013–2020 (USD MILLION)

Table 18 RTLS MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 19 RTLS HARDWARE MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 20 INFRARED AND ULTRASOUND TAGS MARKET SIZE, BY REGION,

2013-2020 (USD MILLION)

Table 21 INFRARED TAGS MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 22 ULTRASOUND TAGS MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 23 INFRARED AND ULTRASOUND TAGS MARKET SIZE, BY PRODUCT, 2013-2020 (MILLION UNITS)

Table 24 INFRARED AND ULTRASOUND TAGS MARKET SIZE, BY REGION, 2013-2020 (MILLION UNITS)

Table 25 INFRARED TAGS MARKET SIZE, BY REGION, 2013-2020 (MILLION UNITS)

Table 26 ULTRASOUND TAGS MARKET SIZE, BY REGION, 2013-2020 (MILLION UNITS)

Table 27 RFID MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY PRODUCT, 2013-2020 (USD MILLION)

Table 28 RFID MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 29 RFID HARDWARE MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY PRODUCT, 2013-2020 (USD MILLION)

Table 30 RFID HARDWARE MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 31 RFID SOFTWARE MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 32 RFID HARDWARE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY TYPE, 2013-2020 (USD MILLION)

Table 33 RFID HARDWARE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 34 RFID ACTIVE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 35 RFID PASSIVE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY TYPE, 2013-2020 (USD MILLION)

Table 36 LOW-FREQUENCY PASSIVE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 37 HIGH-FREQUENCY PASSIVE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 38 ULTRA-HIGH-FREQUENCY PASSIVE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 39 RFID READERS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 40 RFID ANTENNAS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 41 RFID PASSIVE TAGS MARKET SIZE IN PHARMACEUTICAL INDUSTRY, BY REGION, 2013-2020 (USD MILLION)

Table 42 HOSPITAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 43 HOSPITAL ASSET MANAGEMENT APPLICATION MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 44 STAFF MANAGEMENT MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 45 EQUIPMENT MANAGEMENT MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 46 PATIENT MANAGEMENT MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 47 TEMPERATURE AND HUMIDITY MONITORING MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 48 PHARMACEUTICAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 49 PHARMACEUTICAL ASSET MANAGEMENT APPLICATION MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 50 ANTI-DRUG COUNTERFEITING APPLICATION MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 51 SUPPLY CHAIN APPLICATION MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 52 HEALTHCARE ASSET MANAGEMENT MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 53 HOSPITAL ASSET MANAGEMENT MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 54 PHARMACEUTICAL ASSET MANAGEMENT MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 55 NORTH AMERICA: HEALTHCARE ASSET MANAGEMENT MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 56 NORTH AMERICA: HOSPITAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 57 NORTH AMERICA: PHARMACEUTICAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 58 NORTH AMERICA: ULTRASOUND AND INFRARED TAGS VOLUME MARKET SIZE, BY PRODUCT, 2013-2020 (MILLION UNITS)

Table 59 NORTH AMERICA: HOSPITAL RFID MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 60 NORTH AMERICA: RFID HARDWARE IN HOSPITALS MARKET SIZE, BY

PRODUCT, 2013-2020 (USD MILLION)

Table 61 NORTH AMERICA: RFID TAGS IN HOSPITAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 62 NORTH AMERICA: PASSIVE RFID TAGS IN HOSPITAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 63 NORTH AMERICA: RTLS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 64 NORTH AMERICA: ULTRASOUND AND INFRARED TAGS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 65 NORTH AMERICA: RFID HARDWARE TAGS IN HOSPITALS VOLUME MARKET SIZE, BY TYPE, 2013-2020 (MILLION UNITS)

Table 66 NORTH AMERICA: RFID IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 67 NORTH AMERICA: RFID HARDWARE IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 68 NORTH AMERICA: RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 69 NORTH AMERICA: PASSIVE RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 70 EUROPE: HEALTHCARE ASSET MANAGEMENT MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 71 EUROPE: HOSPITAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 72 EUROPE: PHARMACEUTICAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 73 EUROPE: ULTRASOUND AND INFRARED TAGS VOLUME MARKET SIZE, BY PRODUCT, 2013-2020 (MILLION UNITS)

Table 74 EUROPE: RFID IN HOSPITALS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 75 EUROPE: RFID HARDWARE IN HOSPITALS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 76 EUROPE: RFID TAGS IN HOSPITALS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 77 EUROPE: PASSIVE RFID TAGS IN HOSPITALS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 78 EUROPE: RTLS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 79 EUROPE: ULTRASOUND AND INFRARED TAGS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 80 EUROPE: RFID HARDWARE TAGS IN HOSPITALS VOLUME MARKET

SIZE, BY TYPE, 2013-2020 (MILLION UNITS)

Table 81 EUROPE: RFID IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 82 EUROPE: RFID HARDWARE IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 83 EUROPE: RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 84 EUROPE: PASSIVE RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 85 ASIA: HEALTHCARE ASSET MANAGEMENT MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 86 ASIA: HOSPITAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 87 ASIA: PHARMACEUTICAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 88 ASIA: ULTRASOUND AND INFRARED TAGS VOLUME MARKET SIZE, BY PRODUCT, 2013-2020 (MILLION UNITS)

Table 89 ASIA: RFID HARDWARE IN HOSPITALS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 90 ASIA: RFID HARDWARE IN HOSPITALS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 91 ASIA: PASSIVE RFID TAGS IN HOSPITAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 92 ASIA: RTLS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 93 ASIA: ULTRASOUND AND INFRARED TAGS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 94 ASIA: RFID HARDWARE TAGS IN HOSPITALS VOLUME MARKET SIZE, BY TYPE, 2013-2020 (MILLION UNITS)

Table 95 ASIA: RFID IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 96 ASIA: RFID HARDWARE IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 97 ASIA: RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 98 ASIA: PASSIVE RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 99 ROW: HEALTHCARE ASSET MANAGEMENT MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 100 REST OF WORLD (ROW): HOSPITAL ASSET MANAGEMENT MARKET

SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 101 ROW: PHARMACEUTICAL ASSET MANAGEMENT MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 102 ROW: ULTRASOUND AND INFRARED TAGS VOLUME MARKET SIZE, BY PRODUCT, 2013-2020 (MILLION UNITS)

Table 103 ROW: RFID IN HOSPITALS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 104 RFID HARDWARE IN HOSPITALS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 105 ROW: RFID TAGS IN HOSPITALS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 106 ROW: PASSIVE RFID TAGS IN HOSPITALS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 107 ROW: RTLS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 108 ROW: ULTRASOUND AND INFRARED TAGS MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 109 ROW: RFID HARDWARE TAGS IN HOSPITALS VOLUME MARKET SIZE, BY TYPE, 2013-2020 (MILLION UNITS)

Table 110 ROW: RFID IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 111 ROW: RFID HARDWARE IN PHARMACEUTICAL MARKET SIZE, BY PRODUCT, 2013-2020 (USD MILLION)

Table 112 ROW: RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 113 ROW: PASSIVE RFID TAGS IN PHARMACEUTICAL MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 114 RECENT NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS

Table 115 RECENT PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS

Table 116 RECENT ACQUISITIONS

Table 117 RECENT EXPANSIONS

List Of Figures

LIST OF FIGURES

Figure 1 GLOBAL HEALTHCARE ASSET MANAGEMENT MARKET

Figure 2 RESEARCH DESIGN

Figure 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 4 BOTTOM-UP APPROACH

Figure 5 TOP-DOWN APPROACH

Figure 6 DATA TRIANGULATION METHODOLOGY

Figure 7 RFID IN HOSPITALS SEGMENT ACCOUNTS FOR THE LARGEST SHARE OF THE HEALTHCARE ASSET MANAGEMENT MARKET, BY PRODUCT, 2015

Figure 8 NORTH AMERICA TO ACCOUNT FOR THE LARGEST SHARE OF THE HEALTHCARE ASSET MANAGEMENT MARKET

Figure 9 HEALTHCARE ASSET MANAGEMENT MARKET: GEOGRAPHIC SNAPSHOT

Figure 10 INCREASING CONCERNS FOR PATIENT SAFETY AND TECHNOLOGICAL ADVANCEMENTS TO DRIVE THE MARKET

Figure 11 EQUIPMENT MANAGEMENT SEGMENT TO ACCOUNT FOR THE LARGEST SHARE OF HOSPITAL ASSET MANAGEMENT MARKET

Figure 12 ANTI-DRUG COUNTERFEITING OCCUPIES THE LARGEST SHARE OF THE MARKET

Figure 13 NORTH AMERICA TO DOMINATE THE HEALTHCARE ASSET MANAGEMENT MARKET

Figure 14 HEALTHCARE ASSET MANAGEMENT MARKET SEGMENTATION

Figure 15 HIGH CONCERN FOR PATIENT SAFETY TO DRIVE THE MARKET GROWTH

Figure 16 HIGH CONCERN FOR PATIENT SAFETY AND INCREASING USE IN THE PHARMACEUTICAL INDUSTRY TO DRIVE THE MARKET GROWTH

Figure 17 PRIVACY AND ETHICAL ISSUES TO RESTRAIN THE GROWTH OF THE MARKET

Figure 18 UPCOMING TECHNOLOGIES TO PRESENT SIGNIFICANT OPPORTUNITIES

Figure 19 PHARMACEUTICAL SUPPLY CHAIN MANAGEMENT IS THE KEY CHALLENGE IN THE MARKET

Figure 20 RTLS SEGMENT TO GROW AT THE HIGHEST RATE IN THE FORECAST PERIOD

Figure 21 HARDWARE SEGMENT TO GROW AT THE HIGHEST RATE

Figure 22 STAFF MANAGEMENT SEGMENT TO GROW AT THE HIGHEST RATE IN THE GLOBAL HOSPITAL ASSET MANAGEMENT MARKET

Figure 23 NORTH AMERICA ACCOUNTS FOR THE MAJOR SHARE OF THE EQUIPMENT MANAGEMENT MARKET

Figure 24 GEOGRAPHIC SNAPSHOT (2015): ROW TO WITNESS THE HIGHEST GROWTH RATE

Figure 25 GOVERNMENT SUPPORT TO DRIVE THE ASIAN MARKET GROWTH

Figure 26 KEY PLAYERS ADOPTED ORGANIC GROWTH STRATEGIES BETWEEN 2012 & 2015

Figure 27 GLOBAL HEALTHCARE ASSET MANAGEMENT MARKET SHARE ANALYSIS, BY KEY PLAYER, 2014

Figure 28 BATTLE FOR MARKET SHARE: NEW PRODUCT LAUNCHES WAS THE KEY STRATEGY

Figure 29 COMPANY SNAPSHOT: TYCO INTERNATIONAL

Figure 30 ZEBRA TECHNOLOGIES CORPORATION: COMPANY SNAPSHOT

Figure 31 TRIMBLE NAVIGATION LIMITED: COMPANY SNAPSHOT

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