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Medical Videoscope Market by Scope [Rigid (Laparoscope, Ureteroscope), Flexible (Colonoscope, Gastroscope)], Visualization Systems (Monitors, HD Camera, 3D Camera, Light Source), by Application (Colonoscopy, Laparoscopy, Arthroscopy) - Global Forecasts to 2019

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Abstracts

Over the years, the global medical videoscopes market, which comprises videoscopes and visualization systems, has witnessed various technological advancements. These advancements have increased the application areas for medical videoscopes. They are now used in laparoscopy, arthroscopy, bronchoscopy, gastrointestinal endoscopy, urology, gynecology, and neuroendoscopy, among others.

The visualization systems segment is the fastest-growing segment of the global medical videoscopes market. The increasing number of endoscopic procedures is likely to propel the growth of this market.

Visualization systems play a vital role as they enable surgeons to observe body cavities and organs/canals. These systems have applications in most endoscopic procedures as well as in all types of video-assisted procedures, such as general endoscopic, laparoscopic, bariatric, thoracic, and anterior/posterior spinal procedures. Over the years, visualization systems have also witnessed a growing number of technological advancements. For instance, endoscopic cameras have evolved from single-chip cameras to HD cameras and further to 3D cameras, thereby improving image and video quality. Thus, the growing market for visualization systems is likely to boost the global medical videoscopes market.

In the coming years, the growth of the global medical videoscopes market is likely to be centered on China, India, Japan, Australia, and New Zealand. These countries offer an array of opportunities for growth and are likely to serve as new revenue pockets for the global medical videoscopes market. All these countries offer high growth potential as compared to mature markets such as the U.S. and Europe. Factors such as growth in the aging and chronically ill population, the increasing number of private sector hospitals, advancements in endoscopic technology, and expansion in rural healthcare facilities play a pivotal role in propelling the demand for endoscopy in the Asian region. China and India will be the focal points for growth of endoscopy in the Asian market. RoW includes regions such as Latin America, Africa, the Middle East, and the Pacific countries. These markets are slated to grow at a steady pace due to increased reimbursement coverage, government healthcare spending, as well as awareness levels of patients regarding minimally invasive surgeries.

The global medical videoscopes market witnesses high competitive intensity as there are many big and small firms with similar product offerings. These companies adopt various strategies (innovations, acquisitions, and geographic expansions related to endoscopy products) to increase their market shares and establish a strong foothold in the global market. However, the high cost of endoscopic systems and the need for skilled professionals to operate these highly sophisticated endoscopy systems are factors that are limiting the use of advanced medical videoscopes.

The report extensively covers medical videoscopes (products and applications). A volume analysis of the market has also been provided by considering the average prices of instruments across geographies and years.

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 in garnering a greater market share. Firms purchasing the report could 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 product portfolios and services offered by the top 10 players in the global medical videoscopes market.

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The report analyzes videoscopes, and visualization systems

Product Development/Innovation: Detailed insights on the upcoming technologies, research and development activities, and new product launches in the global medical videoscopes market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various medical videoscopes across geographies

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the global medical videoscopes market

Competitive Assessment: In-depth assessment of market share, strategies, products and services, and manufacturing capabilities of leading players in the global medical videoscopes market

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*Details on Financials, Product & Services, Strategy, & Developments might not be captured in case of unlisted companies.

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