

Minimal Invasive and Non Invasive Product and Service Market (2009 - 2014)

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Abstracts

The healthcare industry has recently witnessed the adoption of many new technologies that increase the efficiency of various medical treatments. Minimally invasive surgery (MIS) is one of the most important developments among all such cutting-edge medical technologies. This report uses the term 'minimally invasive surgery' to include non-invasive surgeries as well. The increasing demand of specialized treatment has propelled the market growth for MIS; and many companies – especially the new entrants from developing nations – are competing to benefit out of the rapid growth of this market.

With its progressive technological advancements such as capsule endoscopy and drug eluting stent, the MIS market is set to evolve due to the increasing demand for patient convenience, such as painless treatment and reduced post-operative stay. The MIS market has a current potential of \$16.4 billion and is expected to grow at a CAGR of 8.3% between 2009 and 2014. The U.S. holds the major share of the global MIS market; and the growth of the U.S. market is driven by its growing ageing population and improvements in MIS technologies.

Market estimates and forecasts

The report provides in-depth market estimates and forecast for global minimally invasive/non-invasive market as follows:

- MIS market – products

Surgical devices, monitoring and visualization systems, endosurgical equipment, medical robotics, and electrosurgical equipment

- MIS market – application

Gastrointestinal surgery, gynecological surgery, urological surgery, cosmetic surgery, obesity surgery, thoracic surgery, cardiac surgery, vascular surgery, orthopaedic surgery, and other surgery

- MIS market – technology

Transcatheter surgery, laparoscopy, non-visual imaging, and medical robotics

- MIS market – end user

Hospital surgical departments, outpatient surgery centers, group practices, individual surgeons, medical schools, and other users

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive outlook. This report will also provide more than 100 market tables for various geographic regions covering the sub-segments and micro-markets. In addition, the report also provides 50 company profiles for each of its 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.

- Each report is about 250 pages with 100+ market data tables, 40 competitive company profiles, analysis of 300 patents and minimum 50 micro markets, which are collectively exhaustive and mutually exclusive.

- No single report by any other publisher provides market data for all the segments viz products, services, applications, ingredients, technology, and stakeholders in a single report for all the four geographies - US, Europe, APAC, ROW.

- We provide 10% customization - Research shows that more than 40% of the times, clients do not get the specific intelligence they need in multi-client market research reports. We offer 10% customization in our reports at no extra cost. Get the exact market intelligence you require with real value for money.

- 15 pages of high level analysis including benchmarking strategies, best practices and the market's cash cows (BCG matrix). 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 pharmaceutical and biotech companies, medical device manufacturers, pharma-research labs, doctors, physicians and hospitals, medical/pharma associations, 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, products, services, ingredients, technologies, and stakeholders?
- 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?

Powerful Research and analysis

The analysts working with MarketsandMarkets come from renowned publishers and market research firms, globally, adding their expertise and domain understanding. We get the facts from over 22,000 news and information sources, a huge database of key industry participants and draw on our relationships with more than 900 market research companies across the world. We, at MarketsandMarkets, are inspired to help our clients grow by providing qualitative business insights with our huge market intelligence repository.

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