

# **Optical Imaging Market by Technique (Optical Coherence Tomography, Hyperspectral Imaging, Photoacoustic Tomography), Product (Imaging System, Imaging software) & by Application (Ophthalmology, Neurology, Oncology, Cardiology) - Global Forecasts to 2019**

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## **Abstracts**

Over the last decade, the optical imaging market has grown, primarily due to the widening applications of optical imaging techniques, the increased demand for safer and noninvasive imaging modalities, and a rising need to minimize the use of radiation in diagnostic imaging. The fast-growing pharmaceutical and biotechnology industries are also catalyzing the growth of the optical imaging market.

In this report, the global optical imaging market is segmented by techniques, products, application, end users and geography. The optical imaging market is mainly classified by techniques into Optical Coherence Tomography, Hyperspectral Imaging, Near-Infrared Spectroscopy, and Photoacoustic Tomography. The optical imaging products market covers Optical Imaging Systems, Optical Imaging Cameras, Optical Imaging software, Imaging Lenses, Illumination Systems, and other optical imaging products. The optical imaging systems market is further subdivided into OCT Imaging Systems, and the Spectral Imaging Systems/ Spectral Imagers segments.

The global optical imaging market is expected to grow at a strong CAGR of 12.7% from 2014 to reach 1,669.2 million by 2019. The market is mainly driven by increasing research in the pharmaceutical and biotechnology segments, a growing demand for noninvasive modalities for therapeutic and diagnostic applications due to increasing healthcare awareness, and the successful application of optical imaging technology in

medical diagnostics and therapeutics in the end-user markets. However, the high cost and data requirements, stringent regulations regarding medical devices, reimbursement challenges, lack of data validation, and operator skills are hampering the growth of this market.

During the forecast period, the OCT segment will continue to dominate the optical imaging market. OCT is growing primarily due to its successful clinical applications, especially in ophthalmology. Furthermore, the growing demand for optical imaging in pharmaceutical and biopharmaceutical industries for drug formulation and other usages is also expected to drive the growth of the optical imaging market.

By 2019, North America is expected to contribute the largest share to the global optical imaging market, followed by Europe, Asia-Pacific, and RoW. However, developed geographies like North America and Europe are likely to grow at lower CAGRs as compared to Asia-Pacific. The Asia-Pacific region is expected to show the fastest market growth during the forecast period, largely driven by increasing research funding from government and private investors, and the growing number of research laboratories in the region.

Major players in this market include Carl Zeiss Meditec AG (Germany), Topcon Medical Systems, Inc. (U.S.), Bioptigen, Inc. (U.S.), St. Jude Medical (U.S.), Volcano Corporation (U.S.), Canon, Inc. (Japan), and PerkinElmer, Inc. (U.S.).

Carl Zeiss Meditec AG (Germany), St. Jude Medical, Inc. (U.S.), and Volcano Corporation (U.S.) are the leading players, together accounting for over 50% of the global optical imaging market in 2013. St. Jude Medical, Inc. and Volcano Corporation both have a robust portfolio for optical imaging products. These players have extensive experience and expertise in OCT technology. On the other hand Carl Zeiss has a strong geographical presence, with business operations in several geographies across the globe, including Europe, North America, Latin America, Asia, Middle East, and Africa, along with a strong optical imaging product portfolio.

## **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 would help firms in garnering greater market shares. 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 reaping

a greater market share.

**This report provides insights on the following pointers:**

**Market Penetration:** Comprehensive information on product portfolios offered by the top players in the optical imaging market. The report analyzes the optical imaging market by techniques, products, and applications across all regions.

**Product Development/Innovation:** Detailed insights on upcoming trends, research and development, and new product launches in the optical imaging market.

**Market Development:** Comprehensive information on lucrative emerging markets by technique, application, indication and geography.

**Market Diversification:** Information on new products, regions, recent developments, and investments in the optical imaging market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, products, distribution networks, manufacturing capabilities, and SWOT analyses of leading players in the optical imaging market.

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## About

This research study involved the extensive usage of secondary sources; directories; databases such as Hoovers, Bloomberg Businessweek, Factiva, and OneSource; white papers; annual reports; company house documents; and SEC filings of companies. Secondary research was used to identify and collect information useful for the extensive, technical, market-oriented, and commercial study of the global optical imaging market. It was also used to obtain important information about the top players, market classification, and segmentation according to the industry trends to the bottom-most level, geographical markets, and key developments related to market and technology perspectives. A database of the key industry leaders was also prepared using secondary research.

In the primary research process, various sources from both supply and demand sides were interviewed to obtain qualitative and quantitative information for this report. The primary sources from the supply side include industry experts such as CEOs, vice presidents, marketing and sales directors, technology and innovation directors, and related key executives from various companies and organizations operating in the optical imaging market. The primary sources from the demand side include experts such as pharmaceutical and biotechnology product manufactures, physicians and surgeons from hospitals and clinics, and researchers and professors from life sciences research and development (R&D) organizations.

Primary research was conducted to identify the segmentation types; industry trends; Porter's analysis; key players; competitive landscape of the key market players; and key market dynamics such as drivers, restraints, opportunities, burning issues, industry trends, and key player strategies.

After the complete market engineering with calculations for market statistics, market size estimations, market forecasting, market crackdown, and data triangulation; extensive primary research was used mainly to gather extensive information and to verify and validate critical numbers arrived at. In the complete market engineering process, both top-down and bottom-up approaches were extensively used along with several data triangulation methods to perform market estimation and market forecasting for the overall market segments and subsegments listed in this report. Extensive qualitative and further quantitative analysis was also done from all the numbers arrived at in the complete market engineering process to list key information throughout the report.

After arriving at the overall market size from the market size estimation process explained above, the total market was split into several segments and subsegments. In order to complete the overall market engineering process and arrive at the exact statistics for all segments and subsegments, data triangulation and market crackdown procedures were employed, wherever applicable. The data was triangulated by studying various factors and trends from both the demand and supply sides.



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