

# **Platelet Aggregation Devices Market by Product (Systems, Reagents, Consumables, Accessories), Application (Research, Diagnostic, CVD, Orthopedic, Trauma), End User (Hospitals, Diagnostic Laboratories, Academia, Blood Banks) - Global Forecasts to 2020**

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## **Abstracts**

The global platelet aggregation devices market is poised to grow at a CAGR of 21.0% during the forecast period (2015-2020), and is expected to reach a value of ~\$342.4 million by 2020. Mature markets (such as the U.S., Germany, France, and the U.K.) hold large shares in the global platelet aggregation devices market, and the North American region (particularly the U.S.) is expected to grow at the highest CAGR in the forecast period. Overall growth in the global platelet aggregation devices market is driven by the rising incidences of target diseases, rapid growth in the geriatric population across the globe, technological advancements in platelet aggregometers, and increasing number of industry-academia collaborations and clinical studies. However, factors such as procedural limitations, unfavorable healthcare reforms in the U.S., and dearth of well trained and skilled professionals are restraining the growth of this market. In addition, stringent regulatory policies and limited medical reimbursements are posing significant challenges for the growth of the platelet aggregation devices market.

In this report, the global platelet aggregation devices market is segmented on the basis of products (systems, reagents, and consumables and accessories), applications (research applications and clinical applications), and end users (standalone hospitals, diagnostic laboratories, research and academic institutes, and other end users). The systems segment is expected to account for the largest share of the global platelet

aggregation products market in 2015, followed by the reagents segment. Factors such as continuous technological advancements in the field of sensors and detectors, rising trend of automation of platelet aggregation testing procedures, growing adoption and market preference for automated instruments among diagnostic laboratories, and improved patient compliance offered by point-of-care testing analyzers as compared to conventional instruments are driving the growth of the platelet aggregation systems market.

Geographically, North America (comprising the U.S. and Canada) is expected to command the largest share of the global platelet aggregation devices market in 2015, followed by Europe. North America is also poised to grow at the highest CAGR during the forecast period, owing to factors such as large patient population for target diseases, strong presence of device manufacturers, growing number of surgical procedures, rising awareness among healthcare professionals (related to the benefits offered by platelet aggregation testing in disease diagnosis), large number of patients undergoing cardiovascular surgeries, and increasing prevalence of orthopedic, urological, and bleeding disorders. The global platelet aggregation devices market is moderately competitive with the presence of various global as well as local players. As of 2014, the global platelet aggregation devices market was dominated by F. Hoffmann La-Roche Ltd. (Switzerland), Haemonetics Corporation (U.S.), Sysmex Corporation (Japan), Siemens AG (Germany), and Accriva Diagnostics (U.S.), that together accounted for ~85.0% of the market. New product launches; partnerships, agreements, and collaborations; and strategic acquisitions and divestments are the major strategies adopted by most of the market players to achieve growth in the global platelet aggregation devices market.

#### Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis such as market share analysis of top ten players and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the platelet aggregation devices market, and high-growth regions and their respective drivers, restraints, challenges, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn helps firms garner higher 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 strengthening

their market shares.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on platelet aggregation products offered by the top 10 players in the global platelet aggregation devices market. The report analyzes the platelet aggregation devices market by product, application, and end user across key geographic regions

**Product Development/Innovation:** Detailed insights on upcoming platelet aggregation testing technologies, research and development activities, and new product launches in the global platelet aggregation devices market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various platelet aggregation products across key geographic regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the global platelet aggregation devices market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the global platelet aggregation devices market

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