

US Neonatal (Preterm) Infant Care Market (2010-2015)

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Abstracts

Report Description

Neonatal (Preterm) infant care forms a significant part of the pediatric healthcare market in the U.S. as Neonatal (Preterm) births are one of the leading causes of infant mortality in the country. One in every eight births in the U.S. are Neonatal (Preterm), and the condition is on an alarming rise due to factors such as induced fertility, labor treatments, poor prenatal care, inappropriate maternal age, obesity, and smoking. Neonatal (Preterm) infant care products (equipment, drugs, and formulae) can thus be life-critical as they provide the respiratory, nutritional, and thermal support necessary for the survival of pre-term babies. The vital role of these products in Neonatal (Preterm) infant care thus forms the major factor driving market growth.

Market Estimates and Forecasts

In addition to market data on the submarkets of the U.S. Neonatal (Preterm) infant care market, each section of the report will identify and analyze the market trends, opportunities, and the factors driving or inhibiting market growth. The report will also draw a competitive landscape, in which it will profile the top 35 market players. The report categorizes the U.S. Neonatal (Preterm) Infant Care market as follows:

Neonatal (Preterm) Infant Care Equipment (Diagnosis, therapy, and monitoring)

Neonatal (Preterm) Infant Formula (For use in hospitals, after discharge, iron fortified cow's milk formulas, hydrolyzed whey based formulas, casein hydrolysate formulas, amino acid formulas)

Neonatal (Preterm) Infant Care Drugs (Antibiotics, bronchodilators, analgesics,

diuretics, vassopressors, hematologic agents)

Neonatal (Preterm) Infant Care Services Market (Diagnosis, therapy, and monitoring)

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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 the following sectors:

Pharmaceuticals, Medical Devices, Biotechnology, Semiconductor and Electronics, Energy and Power Supplies, Food and Beverages, Chemicals, Advanced Materials, Industrial Automation, and Telecom and IT. We also analyze 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 devices, infant formula, drugs, services?

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?

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