

# Asia Colonoscopy Devices Market by Type (Colonoscope, Visualization Systems, Other Instruments and Accessories), by End-User (Hospitals, Clinics), by Geography – Analysis & Forecast to 2019

https://marketpublishers.com/r/A79AA5F0DD4EN.html

Date: June 2015

Pages: 76

Price: US\$ 2,650.00 (Single User License)

ID: A79AA5F0DD4EN

# **Abstracts**

The Asia colonoscopy devices market is estimated to witness a CAGR of 12.1% during the forecast period, 2014 to 2019. Japan dominated the Asia colonoscopy devices market in 2014 by accounting for the largest market share. However, China is expected to register a CAGR of 11.1% during the forecast period.

The Asia colonoscopy devices market is expected to witness growth in the coming years as well, owing to the factors such as, increase in the investments, funds, and grants made by the government bodies, increased awareness among patients for minimally invasive surgeries, rising geriatric population, and technological advancements taking place in the field of healthcare. However, dearth of trained physicians/endoscopists and unfavorable reimbursement scenario are the factors that may hinder the growth of this market.

In this report, the Asia colonoscopy devices market has been broadly classified on the basis of type, end-user, and geography. Based on the type, the Asia colonoscopy devices market has been segmented into colonoscopy devices namely colonoscope, visualization system, and other instruments & accessories. By end-user, the Asia colonoscopy devices market has been further categorized into hospitals and clinics.

By geography, the Asia colonoscopy devices market has been segmented into Japan, China, India, Korea, and RoA. Japan dominated the Asia colonoscopy devices market in 2014 and accounted for a market share of 32.7%. It was followed by China. Japan is



estimated to witness a CAGR of 11.1% during the forecast period, 2014 to 2019.

The report has profiled the leading players of this market along with the developments such as, new product launches, partnerships, agreements, collaborations, and joint ventures. It also provides detailed information on the strategies adopted by these leading market players to sustain and strengthen their position in the Asia colonoscopy devices market. The key players operating in this market are Olympus Corporation (Japan), Hoya Corporation (Japan), Fujifilm Corporation (Japan), and Karl Storz GmbH Co. & KG (Japan), among others.

# Reasons to Buy the Report:

From the insight perspective, this research report focuses on various levels of analysis—industry analysis (industry trends and PEST analysis), market share analysis of the top players, supply chain analysis, and company profiles. These insights together comprise and discuss basic views on the competitive landscape, emerging and high-growth segments of the colonoscopy devices market, initiatives and regulatory policies of the respective governments, drivers, restraints, 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 will help them, garner a greater market share. Firms purchasing the report could use any one or combination of the belowmentioned 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 the colonoscopy devices offered by the top players in the Asia colonoscopy devices market

Product Development/Innovation: Detailed insights on the upcoming technologies, research and development activities, and new product launches in the Asia colonoscopy devices market

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



Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the Asia colonoscopy devices market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the Asia colonoscopy devices market



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