

# **European Hyperspectral Imaging Market By Applications (Agriculture Industry, Environmental Monitoring, Food Industry, Life Science & Medical Diagnostics, Military & Surveillance, Mining & Mineralogy, Machine Control & Process Vision) - Forecast to 2019**

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## **Abstracts**

The European hyperspectral imaging technologies market is estimated to grow at a CAGR of 11.4% from 2014 to 2019. Although the mature markets (such as Germany and the U.K.) hold larger shares in the hyperspectral imaging technologies market, Italy is expected to grow at the fastest CAGR of 12.7% during the given forecast period. The growth of the hyperspectral imaging technologies market is driven by factors such as increasing adoption of HSI technologies in the defense, life science & diagnostics, and agricultural industries. However, factors such as the requirement of high investments, installation costs, and reimbursement issues are expected to hinder the growth of this market in the coming years.

In this report, the European hyperspectral imaging technologies market has been broadly classified on the basis of applications. The application segment includes the agriculture, colorimetry, environmental monitoring, food, life science & medical diagnostics, military surveillance (defense), mining & mineralogy, meteorology, machine control, and process vision. The life science & medical diagnostics segment is estimated to grow at the fastest CAGR during the period of 2014 to 2019. Factors such as the increasing adoption of HSI technologies in ophthalmology, surface tissue, and mucosal membrane analysis, gastrointestinal tract, and vascular systems are driving the growth of this market.

Geographically, Germany commanded the largest share of 25.5% of the European hyperspectral imaging technologies market in 2014, followed by France. The hyperspectral imaging technologies market in Germany is primarily driven by increasing research activities using HSI technologies, growing adoption of hyperspectral imaging in the mining & mineralogy, military surveillance, environmental, machine vision, and life sciences & diagnostics segments. However, high investments, installation costs, and reimbursement issues are hampering the growth of the hyperspectral imaging technologies market in this region.

The European hyperspectral imaging technologies market is a competitive market with a number of market players. As of 2014, the global hyperspectral imaging technologies market is dominated by Cubert-GmbH (Germany), VK DI Kerschhaggl GmbH (Germany), Headwall Photonics Inc. (U.S.), IMEC (Belgium), Inno-spec GmbH (Germany), LemnaTec GmbH (Germany), Norsk Elektro Optikk A/S (Norway), SPECIM Spectral Imaging Ltd. (Finland), Surface Optics Corp. (U.S.), and Telops (Canada), among others. New product launches, partnerships, agreements, collaborations, and joint ventures are the major strategies adopted by most market players to achieve growth in the hyperspectral imaging technologies market.

### **Reasons to Buy the Report:**

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together provide the basic views on the competitive landscape, emerging- and high-growth segments of the hyperspectral imaging technologies market, high-growth regions, countries and their respective regulatory policies, government initiatives, 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 the firms in garnering a greater share in the European market. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on hyperspectral imaging

technologies offered by the top players in the European hyperspectral imaging technologies market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the European hyperspectral imaging technologies market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various hyperspectral imaging technologies across the European region

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the hyperspectral imaging technologies market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the hyperspectral imaging technologies market

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