

# **European Internal Trauma Fixation Devices Market, by Type [Internal Fixator Devices (Internal Trauma fixation Plates, Screws, Rod Wires & Pins, Fusion Nails), External Fixator Devices], & by End - User (Hospital, Orthopedic Clinics) - Forecast to 2019**

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## **Abstracts**

The European internal trauma fixation devices market is projected to witness a CAGR of 6.5% during the forecast period, 2014 to 2019. Germany is expected to witness the highest CAGR of 6.8% during the forecast period. There are various factors contributing to the growth of the European internal trauma fixation devices market. These include new innovations in the implant technologies along with increasing adoption of supporting technologies. Increase in demand for better facilities in the orthopedic trauma surgeries, and investments by governments and multinational companies have enabled the growth of the European internal trauma fixation devices market. However, high cost of surgery, lack of awareness, double surgeries, and absence of health insurances in the developing countries are some of the factors restraining the growth of the European internal trauma fixation devices market. The product type segment is classified into plates, screws, rods, and wires & pins. Based on the end-users, the European internal trauma fixation devices market is categorized into hospitals, orthopedic clinics, and other end-users (ambulatory care units, emergency units, trauma centers).

On the basis of geography, the European internal trauma fixation devices market is divided into Germany, France, the U.K., Spain, Italy, and the Rest of the Europe (RoE). Germany held the largest market share of 31.2% in the European internal trauma fixation devices market in 2014, followed by Italy.

The report has profiled the leading players of this market along with the developments,

such as new product launches, partnerships, agreements, and collaborations by the companies over the past few years and strategies adopted by them to sustain and strengthen their position in the European internal trauma fixation devices market. The key players profiled in the report include Stryker Corporation (U.S.), DePuy Synthes Companies of Johnson & Johnson (U.S.), Zimmer Holdings Inc. (U.S.), Smith & Nephew plc (U.K.), Tornier, Inc. (France), and Biomet, Inc. (U.S.).

#### 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 the top players, supply chain analysis, and company profiles. These insights together comprise and discuss the basic views on the competitive landscape, usage patterns, emerging and high-growth segments of the European internal trauma fixation 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 in garnering a greater market share. 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:

**Product Analysis and Development:** Detailed insights on the upcoming technologies, research and development activities, and new product launches in the European internal trauma fixation devices market. Comprehensive coverage of the product approvals, patent analysis, pipeline products, and product recalls.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets across geographies, exploit new distribution channels, new clientele base, and different pricing policies.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the European internal trauma fixation devices market. Detailed description regarding the related and unrelated diversification pertaining to this market.

**Competitive Assessment:** In-depth assessment of market shares, company share analysis of the key players and forecast till 2019, business strategies, and manufacturing capabilities of the leading players.

**Product/ Brand Perception Analysis:** Comprehensive study of customers perception and behavior through our inbuilt social connect tool (digital marketing language) checking the virality and tonality of blogs.

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