

Intraoperative Imaging Market by Type (Intraoperative CT, Intraoperative MRI, Intraoperative Ultrasound) - Global Forecast to 2019

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Abstracts

The global intraoperative imaging market is estimated to grow at a CAGR of 3.5% from 2014 to 2019. It holds high potential for growth in future due to a number of forces that favor this market. The need for reproducibility & accuracy, rising labor cost, technological advancements, and growth in government and venture capitalist investments are likely to propel the growth of this market. Automation in this field benefits physicians, imaging technicians, as well as patients. The demand for high-end automated imaging devices is on the rise and moves in tandem with an increasing need for highly sophisticated imaging technologies, which can offer reliable and quick results. However, factors such as varied stringency of regulatory procedures across the globe and patient safety concerns are expected to restrain the growth of this market. Moreover, an excise tax of 2.3% is being levied on medical devices in the U.S., which is expected to hinder the growth of this market to a certain extent. An increase in the number of collaborations among different market players and automation in cancer research for early cancer detection provide opportunities for advancements in this market.

In this report, the global intraoperative imaging market is broadly classified on the basis of product types. The products segment is classified into Intraoperative MRI, Intraoperative CT, and Intraoperative Ultrasound. Furthermore, based on types, the market has been segmented into mobile intraoperative CT products, fully intraoperative suites, O-arms, and similar products.

Geographically, the market is divided into four regions-North America, Europe, Asia-Pacific, and Rest of the World (RoW). North America held a larger share of the global intraoperative imaging market with about 63.6% in 2013, followed by Europe. The

growth of the North American market is likely to be driven by factors such as increasing government investments, research activities, and the growing number of collaborations between various players in the market.

The report has profiled the leading players of this market along with their developments (new product launches & partnerships, agreements, collaborations, and joint ventures) over the past few years and strategies adopted by them to sustain and strengthen their position in the global intraoperative imaging market. BrainLAB AG (Germany), IMRIS Inc. (U.S.), Imaging3 Inc., (U.S.), Medtronic Inc., (U.S.), Neurologica Corporation (U.S.), Siemens Healthcare (U.S.) are some of the key players engaged in this 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 comprise and discuss basic views on the competitive landscape, usage patterns, emerging- and high-growth segments of the global intraoperative imaging market, high-growth regions & countries & their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both the established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms garner a greater market share. Firms that purchase the report could use any one or a combination of five strategies that include market penetration, product development/innovation, market development, market diversification, and competitive assessment to strengthen their market share.

The report provides insights on the following pointers:

Product Analysis and Development: Detailed insights on upcoming technologies, research & development activities, and new product launches in the intraoperative imaging market. Usage pattern/ penetration rate (in-depth trend analysis) of products (Segment wise) and purchasing data, along with a comprehensive coverage of product approvals, patent analysis, pipeline products, and product recalls.

Market Development: Comprehensive information of lucrative emerging markets. The report analyzes the markets for intraoperative imaging across

geographies, exploit new distribution channels, a new clientele base, and different pricing policies.

Market Diversification: Exhaustive information of new products, untapped geographies, recent developments, and investments decisions in the intraoperative imaging market. Detailed description with regards to the related and unrelated diversification pertaining to this market.

Competitive Assessment: In-depth assessment of the market shares and company share analysis of the key players forecasted till 2019. Development of business strategies and manufacturing capabilities of leading players that will enhance the bottom line of the companies in the intraoperative imaging market.

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

Volume data: Number of units installed and their respective Average Selling Price (ASP) that operate in this market.

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*(Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company)

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