

Competition Driving Breakthroughs in Sports Medicine Market

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The advent of arthroscopy (minimally invasive technique) was a milestone in the field of sports medicine. In the last three decades, technological advances in arthroscopy have enabled quick healing in athletes. New developments such as ligament reconstruction techniques, and biological replacements have revolutionized the sports medicine market. Professional athletes are driving medical professionals to develop better techniques, and new instruments. Sports medicines are also helping the older segment of population to remain active and athletically competitive.

Smith & Nephew is the leader in global arthroscopy market. Other major players are Arthrex, DePuy Mitek, Stryker, Conmed and ArthroCare. In the sports medicine market, there is a constant threat from new entrants trying to launch technologically advanced and more efficient products as compared to the existing products. This leads to a high intensity of rivalry amongst the competitors and also drives their R&D initiatives.

The report is aimed at providing a basic understanding of the sports medicine market. It also analyzes the arthroscopy market and orthopedic biomaterial market, besides providing an overall view of the orthopedic market. The report also profiles the major companies, with a discussion of their key business strategies. It also analyzes the major trends prevalent in the sports medicine market.

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