

# Global Endoscopy Market Report: 2014 Edition

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## Abstracts

Endoscopy is a minimally invasive diagnostic medical procedure in which a tube like instrument, known as endoscope, is used to look inside the body and examine organs. There are many different types of endoscopes available in the market; some are flexible and rigid while few are in a form of capsule. Moreover, there exist specialized endoscopes depending on the area of the body to be examined, such as bronchoscope for airways and lungs, arthroscope for joints, laparoscope for abdomen, and colonoscope for large intestine, among others. Apart from their use in various types of surgeries, endoscopy equipments are also being used for non-surgical applications in the form of internal diagnostic tool and even for anatomical observations. Due to these multiple uses, the market continues to grow worldwide.

The development of technologically advanced endoscopic equipments in the US, Europe and Japan has resulted in steep market growth of endoscopic products in these regions, while diffusion of these products in emerging countries like China and India has just started. However, these emerging economies hold great opportunities for endoscopy market growth due to increasing income levels and improving medical infrastructure.

Factors like growing ageing demographics, increasing income levels, and rising incidence rate of other co-morbidities like obesity and diabetes are driving endoscopy market. In addition, the demand for endoscopic equipments is being increasingly driven by rising incidences of cancer cases due to their growing usage for early detection and treatment of the disease. The increasing number of endoscopic procedures due to growing preference for minimally invasive surgeries is likely to further propel the growth of the industry. The market is projected to grow further in years to come and become more specialized due to economic, social and demographic trends.

The market for endoscopy products is highly competitive with several players operating

both at a global and regional level. Technological, price, and service diversities are the key factors responsible for driving competition in the market. The leading players include Olympus, Johnson & Johnson, Boston Scientific Corporation, Covidien, Stryker, Smith & Nephew, and Karl Storz, among others.

The report “Global Endoscopy Market” analyzes the development of this market, with a focus on its segments including: laparoscopy, urology endoscopy, gastrointestinal endoscopy and arthroscopy. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The four major players in the industry, Johnson & Johnson, Olympus Corporation, Covidien, and Boston Scientific are being profiled along with their key financials and strategies for growth.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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