

Global Endoscopy Market Report: 2015 Edition

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Abstracts

Endoscopy is a procedure to scan and diagnose the patient's body from inside, in which a tube like instrument is put inside the body of the patient through a cut in skin or mouth or anus. This procedure is very much different from procedures like X-ray, CT scan, Ultrasound and other imaging test. The global endoscopy market has three main segments i.e. endoscopic equipment, accessories and service & repairing. Worldwide, several big medical technology companies are engaged in manufacturing endoscopes and its related market products.

As per the "Global Endoscopy Market Report", North America, the US in particular, is the largest market for endoscopy followed by Europe and Asia. The endoscopic market worldwide is growing continuously primarily due to inclination of patient towards minimally invasive surgeries (MIS) for which endoscopes are extensively used and technological progression in the area of endoscopes.

The key factors driving the market growth apart from generic macro-economic factors include rising obese population, increased adoption of cancer screening guidelines, growing cancer cases, escalating diabetic patient population and widespread adoption of minimally invasive surgeries. Some of the noteworthy trends and developments observed in the industry are declining patents in capsule endoscopy (CE) and technological progression of endoscopy and Fuse. However, the industry remains exposed to certain challenges such as CRC screening techniques lowering GI procedures, regulatory issues and shortage of endoscopy specialists.

The report provides a comprehensive study of global endoscopy market covering regional markets and major segments as well. The competition in the global endoscopy market is highly concentrated with large players like Johnson and Johnson, Olympus and Medtronic-Covidien. These three companies have been profiled in the present report highlighting their key financials and business strategies for their 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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