

Innovation Driving Trauma Market

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Accident cases have been a major growth driver for the trauma market. Traffic accidents account for a major share of total accidents. However, instances of sports-related accidents are also rising. Synthes leads the worldwide trauma market with a share of almost fifty percent, followed by Stryker, Smith & Nephew, and Zimmer.

The trauma market continues to grow driven by increasing popularity of innovative and premium devices. Synthes has expanded its product portfolio with the introduction of Volar Column Distal Radius Plate System, Expert Lateral Entry Femoral Recon Nail, and Proximal Femoral Nail. Smith & Nephew's internal fixation products include Trigen intramedullary nail system, PERI-LOC locked plating system and the IMHS hip screw. Stryker offers T2 Nailing System, T2 SCN Nailing System, T2 Ankle Arthrodesis Nail, and T2 Proximal Humeral Nail. Zimmer's locking plate products include NCB Locking Plate System, Zimmer Periarticular Locking Plate System, and Zimmer Universal Locking System.

The report analyzes the worldwide trauma market. Apart from providing a competitive landscape of the market, the report also profiles the major companies, with a discussion of their key business strategies. It also analyzes the major market drivers.

Table of Content

1. TRAUMA DEVICES: AN OVERVIEW

- Blunt Trauma
- Penetrating Trauma

2. MARKET OVERVIEW

- 2.1 Orthopedics Market
 - Market Value by Segments
 - Market Segmentation by Region
- 2.2 Trauma Market
 - Market Share
 - Market Leaders Comparison
 - Market Growth
- 2.3 Cranio-Maxillofacial Market
 - Market Share

3. GROWTH DRIVERS

- 3.1 Motor Vehicle Accidents
- 3.2 Osteoporosis

4. COMPANY PROFILES

4.1 Synthes

Overview

Business Strategies

Global Presence with Focus on North America

Customer-focused Programs

4.2 Smith & Nephew

Overview

Business Strategies

Trauma Business Strategy

New Product Launch

Increased Manufacturing in China

4.3 Stryker

Overview

Business Strategies

Investment in Distribution

Cash Position Facilitates Strategic Acquisitions

4.4 Zimmer Holdings

Overview

Business Strategies

Marketing Strategy

Strategic Acquisitions

LIST OF TABLES

Worldwide Orthopedic Market by Segments (2003-08E)

Orthopedic Market by Geography (2003-06)

Trauma Market Leaders –Sales Comparison (2005-08E)

Trauma Market Growth (2005-06)

Worldwide Trauma Market Leaders: Quarterly Growth Rate (2004-07)

Number/Percentage of Incidents by Mechanism of Injury (2002-06)

Number/Percentage of Incidents (by Motor Vehicle) by Age (2002-06)

Number/Percentage of Incidents by Type of Injury (2002-06)

Case Fatality Rate by Type of Injury (2002-06)

Number/Percentage of Incidents by Organ System (2002-06)

Case Fatality Rate by Organ System (2002-06)

Number/Percentage of Incidents with Brain/Skull Injuries (2002-06)

Case Fatality Rate for Brain/Skull Injuries (2002-06)

Synthes - Revenue Breakdown by Division (2004-07)

LIST OF CHARTS

Worldwide Trauma Market Share (2007)

Cranio-Maxillofacial Market Share (2007)

Osteoporosis Fractures (Annual) in US Women Vs Other Diseases (2007)

Synthes - Sales by Region (2007)

Smith & Nephew - Sales by Region (2007)

Stryker - Sales by Region (2007)

Zimmer - Sales by Product Category (2007)

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