

Global Endoscopy Market Report: 2011 Edition



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Disease, aging, and injuries have been a part of life cycle and human intelligence always applied itself to overcome them. Surgeries are one of the indispensable procedures of treatment in certain situations. Endoscopic equipment was a revolutionary work in achievement of surgical procedures with minimal invasion. Apart from use in various types of surgeries, endoscopy equipments are now also being used for non-surgical applications in the form of internal diagnostic tool and even for anatomical observations. Due to these multiple uses, its market continues to grow worldwide.

New research towards development of technologically advanced endoscopic equipments in the US and European countries have resulted in the ever growing use and a steady market growth of endoscopy products in these regions. Furthermore, the emerging countries like India and China are also catching up on growing use of endoscopic procedures with higher population lending support to their increased usage. The global endoscopy market is expected to grow at a CAGR of approximately 13.2% for the period spanning 2011 to 2014.

Intense efforts to provide better medical services have increased the average human life span and aging population at global level is growing. More surgical interventions are required for treatment of medical problems of the elderly people and minimally invasive surgery is being universally resorted to by the medical practitioners as the most effective recourse. Furthermore, the demand for endoscopic equipments is driven by rising incidences of cancer due to their growing usage for early detection and treatment of the disease. Short recovery time and higher success rate of treatment has led to mass acceptance of the use of endoscopic equipments among patients and medical service providers alike.

The market for endoscopy products is highly competitive with several players operating in the market 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, and Karl Storz, among others.

The report presents an analysis of the global endoscopy market. It begins with a discussion of the worldwide medical equipment and supplies market and then goes on to analyze the global endoscopy equipment market. Apart from analyzing the growth driver pushing the demand, the report also discusses the major types of endoscopes and market share. It also profiles the major industry players with a discussion of their key business strategies.

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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