

# **2016-2020 Analysis of the Global Diagnostic Imaging Market, and Leading Supplier Marketing Tactics and Technological Know-How**

<https://marketpublishers.com/r/2B2993F8F2BEN.html>

Date: March 2016

Pages: 144

Price: US\$ 2,760.00 (Single User License)

ID: 2B2993F8F2BEN

## **Abstracts**

This new report from VPGMarketResearch.com contains 144 pages and provides analysis of the global diagnostic imaging market and leading suppliers' marketing tactics and technological know-how. The report presents a worldwide strategic overview of the diagnostic imaging market, including:

Estimates of the market size and growth.

Sales forecasts by geographic region and modality.

Review of the U. S. and international technological, regulatory, economic, demographic and social trends with potentially significant impact on the diagnostic imaging industry during the next five years.

Analysis of major geographic regions, including North America, Europe, Japan and Latin America.

Discussion of trends in X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS and other technologies.

The companies analyzed in the report include Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba. The company profiles include:

The U. S. and international sales force size in major geographic regions.

Selling options, including rental plans, leasing and others.

Promotional tactics, e. g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc.

System service and support.

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

Contains 144 pages and 5 tables

## Contents

### **I. OUTLOOK**

Introduction

Industry Consolidation and Diversification: A Biomodal Trend

Market Globalization

Pricing Pressures

Productivity

### **II. MAJOR GEOGRAPHIC REGIONS**

North America

Europe

Japan

Latin America

### **III. MAJOR MODALITIES**

X-Ray

Ultrasound

MRI

CT

Nuclear Medicine

PET

PACS

### **IV. MARKET SIZE AND GROWTH**

### **V. LEADING DIAGNOSTIC IMAGING COMPANIES MARKETING TACTICS**

The U.S. and international sales force size in major geographic regions

Selling options, including rental plans, leasing and others

Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc

System service and support

### **VI. LEADING DIAGNOSTIC IMAGING COMPANIES TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired diagnostic imaging and related technologies,  
Including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others

## List Of Tables

### LIST OF TABLES

Table 1: Worldwide Diagnostic Imaging Market Estimated Sales by Geographic Region and Country

Table 2: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Geographic Region and Country

Table 3: Worldwide Diagnostic Imaging Market Estimated Sales by Modality and Business

Table 4: Worldwide Diagnostic Imaging Market Estimated Sales by Modality/Business And Geographic Region

Table 5: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Modality/Business

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