High Potential Market for Imaging Installations including associate equipment (printers, software) in Horse Veterinary Practices in Germany

Description: This is the most comprehensive European market report assessing the market potential for imaging equipment in Veterinary horse practices. The report enables a thorough understanding of the overall size of the veterinary imaging market including the level of digitalization and the potential for future imaging installations. It enables to forecast own sales potential at segment level (small medium large practices, companion animals, production animals, horses) and to direct sales forces to the most attractive segments. The research does not only show supplier shares but also distributor shares in order to support optimizing of sales channels. Furthermore the report informs about most often used information sources: how do vets inform themselves about imaging product to optimize marketing costs. Finally the research investigates available budgets, how much money do veterinarians want to spend and the optimal product bundles to support price/product policy.

Executive Summary

dii is an international marketing consulting company entirely specialized in healthcare markets providing market information and support to strategic market decisions. In cooperation with key industry a European Veterinary Imaging Market Assessment has been realized in 2008 with the objective to investigate the potential for imaging installations in Veterinary Practices. A two step approach has been chosen:

- Step 1: randomized approach of veterinarians to collect data on market structure and segmentation, availability of imaging equipment, reasons for no imaging, level of digitalization, investment plans. Sample at 95% confidence level and 5% confidence interval

- Step 2: only practices with imaging installations or investment plans were selected to investigate: supplier, age, lifespan of equipment, # of examinations, preferred product bundle, supplier selection criteria, motivation for digitalization, information sources and purchasing channels, budget availability, sample of minimum 100 practices in large countries. All data is presented in Excel and Word. Excel addresses all quantitative questions at segment level, including all volume projection scenarios and statistical detail, Word presents the key data and provides an interpretation of general business implications

Contents:

- Universe and Sample Composition
- High Potential Universe

Part 1 - Market Landscape Definition
- Number of Institutions
- Number of Vets (Full Time and Part Time)
- Number of Examination Rooms
- Number of Treated Animals
- Number of Animals Undergoing Imaging Examinations
- Handling of Imaging & Installed Base: Summary (Ultrasound, X-ray, CT, MRT)
- General Investment Plans
- Investment Potential

Part 2 - Market Quantification
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- Investment Plans: Ultrasound Systems
- Replacement Potential & Market Development Forecast: Ultrasound Systems

- Handling of X-ray Imaging & Installed Base
- Installed Base: X-ray Systems
- Investment Plans: X-ray Systems

More information from http://www.researchandmarkets.com/reports/1092270/
Replacement Potential & Market Development Forecast: X-ray Systems
Replacement Potential & Market Development Forecast: X-ray Systems by Type

Handling of CT Imaging & Installed Base
Installed Base: CT Systems
Investment Plans: CT Systems
Replacement Potential & Market Development Forecast: CT Systems

Handling of MRT Imaging & Installed Base
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Investment Plans: MRT Systems
Replacement Potential & Market Development Forecast: MRT Systems

Hardcopy Printing & Image Archiving
Investment Plans: PACS
Investment Potential: PACS

Practice Management Software
Investment Plans: Practice Management Software
Investment Potential: PMS

Installed Base: Summary (Ultrasound, X-ray, CT, MRT)
Investment Plans: Summary (Ultrasound, X-ray, CT, MRT)
Investment Potential: Summary (Ultrasound, X-ray, CT, MRT)

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Reasons for No Imaging / No Investment Plans: X-ray
Reasons for No Imaging / No Investment Plans: CT
Reasons for No Imaging / No Investment Plans: MRT
Reasons for No Imaging / No Investment Plans: Any
Reasons for No Imaging / No Investment Plans: Summary (US, X-ray, CT, MRT)

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Customer Product Expectations: CR Solutions
Customer Product Expectations: Hardcopy Printers
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Budgets for Digital X-ray Solutions: Institutions Planning Digital X-ray
Budgets for Digital X-ray Solutions: Institutions Considering Buying Digital X-ray

Finance Models

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