High Potential Market for Ultrasound in Veterinary Practices in Italy

Description: This is the most comprehensive European market report assessing the market potential for imaging equipment in Veterinary 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

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Investment Plans per Type of Imaging System by Segment, % of Institutions

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