Ablation Technologies Market by Product, Application - Global Forecasts to 2019

Description:

Ablation Technologies Market by Product (Radiofrequency, Ultrasound, Irreversible Electroporation, Cryotherapy, Microwave), Application (General & Cosmetic Surgery, Cardiovascular, Cancer, Ophthalmology, Orthopedics) - Global Forecasts to 2019

The global ablation technologies market is estimated to grow at a CAGR of 9.6% from 2014 to 2019. Although mature markets (such as the U.S., Germany, France, and the U.K.) hold larger shares in the ablation technologies market in 2014, the Asia-Pacific region is poised to grow at the highest CAGR of 12.8% in the next five years. Factors such as increasing government initiatives for the modernization of healthcare infrastructure, growing number of hospitals and surgical centers, and the rising focus of international and domestic players on the Asia-Pacific ablation technologies market are propelling its growth.

The growth of the ablation technologies market is driven by factors such as ongoing technological development initiatives, rapidly aging population, increasing demand for laparoscopic surgical procedures, modernization of healthcare facilities in emerging countries of the Asia-Pacific and RoW (Rest of the World) regions, and geographic expansions of market players across the globe. However, factors such as ongoing healthcare reforms in the U.S., product recalls, and increasing cost-containment issues faced by ablation device manufacturers and distributors are restraining the growth of this market. Growing number of hospitals and surgical centers, and government initiatives to increase healthcare awareness in developing countries are creating opportunities for the growth of the ablation technologies market.

In this report, the global ablation technologies market has been segmented on the basis of type of product (light/laser ablators, radiofrequency ablators, electrical ablators, ultrasound ablators, microwave ablators, cryoablation devices, and hydrothermal ablators), type of technology (light/laser, radiofrequency, electrical, ultrasound, microwave, cryotherapy, hydrothermal, and hydromechanical ablation technologies), and type of application (general surgery, cancer, cardiovascular, gynecological, ophthalmological, urological, orthopedic, and cosmetic surgery). The light/laser ablators market is estimated to account for the largest share of the global ablation technologies market in 2014, followed by the radiofrequency ablators market. Factors such as new product launches, recent product approvals, technological advancements, strong product portfolio of market players, and increasing demand of minimal invasive surgery are stimulating the growth of the light/laser ablators market.

Geographically, North America (comprising the U.S. and Canada) commands the largest share of 43.3% of the global ablation technologies market in 2014, followed by Europe. The ablation technologies market in North America is primarily driven by various factors including growing target patient population, well-covered reimbursement system, growth in aging population, and increasing demand for minimally invasive surgical procedures in North American countries. However, the stringent regulatory scenario, ongoing healthcare reforms, and rising price pressure on market players constraints the growth of the ablation technologies market in this region.

The global ablation technologies market is highly competitive, with a large number of global and local players. As of 2013, the global ablation technologies market was dominated by Covidien plc (Ireland), Medtronic, Inc. (U.S.), Biosense Webster, Inc. (U.S.), St. Jude Medical, Inc. (U.S.), and Boston Scientific Corporation (U.S.), which together accounted for ~55% of the market. New product launches, pipeline product enhancements, and partnerships, agreements, and joint ventures are the major strategies adopted by most of the market players to achieve growth in the ablation technologies market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis — industry analysis (industry trends, PEST analysis, and Porter's five force model), market share analysis of top ten players, and company profiles, which together comprise and discuss basic views on the competitive landscape, emerging and high-growth segments of the ablation technologies market, high-growth regions and countries and their respective drivers, restraints, challenges, and opportunities.
The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on ablation devices offered by the top 10 players in the ablation technologies market. The report analyzes the ablation technologies market by type of product, technology, and application across geographies

- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the ablation technologies market

- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various ablation devices across geographies

- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the ablation technologies market

- Competitive Assessment: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of leading players in the ablation technologies market
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