Breast Imaging Technologies Market - Global Forecasts to 2019

Description: Breast Imaging Technologies Market (Analog Mammography, Digital Mammography, Tomosynthesis, Positron Emission Mammography, PET/CT, MBI, Breast MRI, Ultrasound, Optical Imaging, Whole Breast Ultrasound, Breast Thermography) - Global Forecasts to 2019

The global breast imaging market holds a significant share of the medical device industry owing to rising awareness about the early screening of breast cancer. Though digital Mammography is the gold standard in the current breast imaging market, modalities such as breast MRI Scans, breast ultrasound and CTs are expected to drastically improve the breast Imaging Market scenario.

This research analysis provides, a detailed information on breast imaging technological advancements in breast cancer diagnosis. This research report identifies and evaluates key advancements of breast screening modalities in development and approval stages. Patent analysis, investor analysis and investment opportunity evaluation along with multi-level criteria technology benchmarking are assessed within the breast imaging sector. Strategic recommendations for technology stakeholders are elaborately discussed in this research service.

The global breast imaging market is estimated to grow at a CAGR of 8.1% in the forecast period. Global rise in the incidences and prevalence of breast cancer cases, rapid growth in aging population, development of advanced breast imaging technologies, and increasing awareness about early breast cancer screening are some of the key factors that are fueling the growth of the market. However, side effects of radiation dosage during breast imaging procedures, high installation cost of this systems, and false cancer diagnosis are some of the key factors hampering the growth of this market. Furthermore, stringent regulatory approvals for new technologies and government pressure to reduce the usage of radiation dose are some of the key challenges faced by market players.

The emerging markets including China and India have become attractive for companies engaged in the development and marketing of the breast imaging technologies. Rising breast cancer awareness, government initiatives to increasing awareness about women healthcare, rising incidences of breast cancer, and increasing government investments in this technologies are the key factors propelling the demand of this technologies in the emerging markets.

In 2013, Hologic, Inc. (U.S.) held the leading position in the global mammography market. Over the past three years, the company adopted expansion of its R&D capabilities, new product launches, and strategic partnerships/agreements as its key business strategies to ensure its dominant position in this market. In addition, GE Healthcare (U.K.), Philips Healthcare (Netherlands), Siemens Healthcare (Germany), SonoCine, Inc. (U.S.), and Toshiba Corporation (Japan) are some other key players in the global mammography market.

Scope of the Report

This research report categorizes the global breast imaging market into the following segments and subsegments:

By Type

- Ionizing Breast Imaging Technologies
- Analog Mammography
- Full-Field Digital Mammography
- 3D Breast Tomosynthesis
- Positron Emission Tomography/Computed Tomography (PET/CT)
- Molecular Breast Imaging (MBI)
- Cone Beam Computed Tomography (CBCT)
- Positron Emission Mammography (PEM)
- Non-ionizing Breast Imaging Technologies
- Breast MRI
- Breast Ultrasound
- Optical Imaging
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