Brazil Mammography Equipment Market Outlook to 2020

Description: Brazil Mammography Equipment Market Outlook to 2020

Summary

Our new report, "Brazil Mammography Equipment Market Outlook to 2020", provides key market data on the Brazil Mammography Equipment market. The report provides value, in millions of US dollars, and volume (in units) and average price data (in US dollars), within market categories – Film-Screen Mammography Equipment and Full-Field Digital Mammography Equipment (2D Digital Mammography Equipment and 3D Tomosynthesis).

The report also provides company shares and distribution shares data for each of these market categories, and global corporate-level profiles of the key market participants, pipeline products, and news and deals related to the Mammography Equipment market wherever available.

The data in the report is derived from dynamic market forecast models. GlobalData uses capital equipment–based models to estimate and forecast the market size. The objective is to provide information that represents the most up-to-date data of the industry possible.

Capital equipment–based forecasting models are done based on the installed base, replacements and new sales of a specific device/equipment in healthcare facilities such as hospitals, clinics and diagnostic centers. Data for average number of units per facility is used to arrive at the installed base of the capital equipment. Sales for a particular year are arrived at by calculating the replacement units and new units (additional and first-time purchases).

Extensive interviews are conducted with key opinion leaders (KOLs), physicians and industry experts to validate the market size, company share and distribution share data and analysis.

Scope

- Annualized market revenues (USD million), volume (units) and average selling price ($) data for each of the market categories. Data is provided from 2005 to 2012 and forecast to 2020.
- 2012 company shares and distribution shares data for each of the market categories.
- Global corporate-level profiles of key companies operating within the Brazil Mammography Equipment market.
- Key players covered include GE Healthcare, Hologic, Inc., I.M.S. Internazionale Medico Scientifica, Planmed Oy, Sectra AB and Siemens Healthcare

Reasons to buy

- Develop business strategies by identifying the key market segments poised for strong growth in the future.
- Develop market-entry and market expansion strategies.
- Design competition strategies by identifying who-stands-where in the market.
- Develop investment strategies by identifying the key market segments expected to register strong growth in the near future.
- What are the key distribution channels and what's the most preferred mode of product distribution – Identify, understand and capitalize.

Contents:

1 Table of Contents
1 Table of Contents
1.1 List of Tables
1.2 List of Figures
2 Introduction
2.1 What Is This Report About?
2.2 Mammography Equipment Market Segmentation
2.3 Definitions of Markets Covered in the Report
3 Mammography Equipment Market, Brazil
3.1 Mammography Equipment Market, Brazil, Revenue ($m), 2005-2012
3.2 Mammography Equipment Market, Brazil, Revenue ($m), 2012-2020
3.2.1 Full-Field Digital Mammography Equipment Market, Brazil, Revenue ($m), by Segment, 2005-2012
3.2.2 Full-Field Digital Mammography Equipment Market, Brazil, Revenue ($m), by Segment, 2012-2020
3.3 Mammography Equipment Market, Brazil, Volume (Units), 2005-2012
3.4 Mammography Equipment Market, Brazil, Volume (Units), 2012-2020
3.4.1 Full-Field Digital Mammography Equipment Market, Brazil, Volume (Units), by Segment, 2005-2012
3.4.2 Full-Field Digital Mammography Equipment Market, Brazil, Volume (Units), by Segment, 2012-2020
3.5 Mammography Equipment Market, Brazil, Average Price ($), 2005-2020
3.6 Mammography Equipment Market, Brazil, Distribution Share by Revenue ($m), 2011-2012
3.7 Mammography Equipment Market, Brazil, Company Share by Revenue ($m), 2011-2012
4 Overview of Key Companies in Brazil, Mammography Equipment Market
4.1 Hologic, Inc.
4.1.1 Company Overview
4.2 Siemens Healthcare
4.2.1 Company Overview
4.3 GE Healthcare
4.3.1 Company Overview
4.4 Planmed Oy
4.4.1 Company Overview
4.5 Internazionale Medico Scientifica Srl
4.5.1 Company Overview
5 Mammography Equipment Market Pipeline Products
6 Appendix
6.1 Research Methodology
6.1.1 Coverage
6.1.2 Secondary Research
6.1.3 Primary Research
6.1.4 Market Modeling and Forecasting
6.1.5 Company Share Analysis
6.1.6 Distribution Share Analysis
6.2 Expert Panel
6.3 Consulting
6.4 Contact Us
6.5 Disclaimer

1.1 List of Tables
Table 1: Mammography Equipment Market, Brazil, Revenue ($m), USD Constant, Historic, 2005-2012
Table 2: Mammography Equipment Market, Brazil, Revenue ($m), USD Constant, Forecast, 2012-2020
Table 3: Full-Field Digital Mammography Equipment Market, Brazil, Revenue ($m), USD Constant, Historic, 2005-2012
Table 4: Full-Field Digital Mammography Equipment Market, Brazil, Revenue ($m), USD Constant, Forecast, 2012-2020
Table 5: Mammography Equipment Market, Brazil, Volume (Units), Historic, 2005-2012
Table 6: Mammography Equipment Market, Brazil, Volume (Units), Forecast, 2012-2020
Table 7: Full-Field Digital Mammography Equipment Market, Brazil, Volume (Units), Historic, 2005-2012
Table 8: Full-Field Digital Mammography Equipment Market, Brazil, Volume (Units), Forecast, 2012-2020
Table 9: Mammography Equipment Market, Brazil, Average Price ($), Historic, 2005-2020
Table 10: Mammography Equipment Market, Brazil, Average Price ($), Forecast, 2012-2020
Table 11: Mammography Equipment Market, Brazil, Distribution Share by Revenue ($m), USD Constant, 2011-2012
Table 12: Mammography Equipment Market, Brazil, Company Share by Revenue ($m), USD Constant, 2011-2012
Table 13: Mammography Equipment Market Pipeline Products
Table 14: Total Number of Primary Research Participants, Diagnostic Imaging Equipment Market, by Country

1.2 List of Figures
Figure 1: Mammography Equipment Market, Brazil, Revenue ($m), USD Constant, Historic, 2005-2012
Figure 2: Mammography Equipment Market, Brazil, Revenue ($m), USD Constant, Forecast, 2012-2020
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