Physiotherapy Equipment Market by Equipment, Accessories, Applications & by End Users, Advanced technologies - Global Forecast to 2019

Description: Physiotherapy Equipment Market by Equipment (Cryotherapy, Heat, therapy, Hydrotherapy), Accessories (Posture Mirror, Exercise Ball), Applications (Pediatric, Musculoskeletal) & by End Users (Hospitals), Advanced technologies - Global Forecast to 2019

Developing markets such as the Middle East, Australia, New Zealand, China, India, and Malaysia are lucrative markets for physiotherapy equipment, owing to favorable government incentives and developing healthcare infrastructures.

This report segments the global physiotherapy equipment market by product, application, end user, and geography. The equipment segment accounted for a lion’s share of the global physiotherapy equipment market, by product. However, the accessories segment is expected to grow at the highest CAGR in the forecast period, owing to the rising demand of physiotherapy services in this region. Electric stimulation and ultrasound segments are the fastest-growing segments in the physiotherapy equipment product market, owing to the ongoing technological advancements in these segments.

On the basis of applications, the physiotherapy equipment market is categorized into cardiovascular and pulmonary, musculoskeletal, neurology, pediatric, and others (sports, women health, and palliative care). The musculoskeletal and neurological applications of physiotherapy equipment are expected to be the new revenue pockets in the application market. Growing incidences of neurological disorders such as Parkinson's disease, cerebral palsy, multiple sclerosis, spinal cord injuries, and high prevalence of cardiovascular problems are propelling the growth of these segments.

Hospitals are the major end users of the physiotherapy equipment, followed by clinics. The large share of this segment can be attributed to the hospitals capacity to handle large patient base (in-patient and out-patient) and favorable government funding.

New and innovative product launches is a dominant strategy adopted by key industry participants to increase their market share and cater to the unmet market needs.

From an insight perspective, this research report focuses on the qualitative data, market size, and growth of various segments and subsegments, competitive landscape, and company profiles. The qualitative data covers various levels of industry analysis such as market dynamics (drivers, restraints, opportunities, and threats), winning imperatives, and burning issues. The report also offers market sizes and related growth of various segments in the industry. It also focuses on the emerging and high-growth segments of the physiotherapy equipment market, high-growth regions, and the initiatives of respective governments. The competitive landscape covers growth strategies adopted by industry players in the last three years.

The company profiles comprise basic views on the key players in the physiotherapy equipment market and the product portfolios, developments, and strategies adopted by market players to maintain and increase their market shares in the near future. The above-mentioned market research data, current market size, and forecast of future trends will help the key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, change in approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Contents:
1 Introduction
1.1 Objectives of the Study
1.2 Markets Covered
1.3 Stakeholders
1.4 Market Scope

2 Research Methodology
2.1 Market Size Estimation
2.2 Market Crackdown and Data Triangulation
2.2.1 Key Data From Secondary Sources
2.2.2 Key Data From Primary Sources
2.2.2.1 Key Industry Insights
2.2.3 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities
4.2 Physiotherapy Market Snapshot
4.3 North America to Grow At the Highest Pace During the forecast Period
4.4 Global Physiotherapy Equipment Market, By Application
4.5 Global Market, By End User, 2014-2019
4.6 Life-Cycle Analysis, By Geography

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 Physiotherapy Equipment Market By Product
5.2.2 Market By Application
5.2.3 Market By End User
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Rising Number of Baby-Boomers Reaching Retirement Age
5.3.1.2 Growing Incidences of Cardiovascular Diseases and Neurological Disorders
5.3.1.3 Favorable Healthcare Reforms
5.3.1.4 High Employment Rate
5.3.2 Restraints
5.3.2.1 Uneven Reimbursement Scenario for Physiotherapy
5.3.2.2 Shortage of Skilled Personnel
5.3.2.3 High Maintenance Cost of Physiotherapy Equipments
5.3.3 Opportunities
5.3.3.1 Emerging Markets (China, Japan, India, Brazil, and Australia)to Pave New Growth Avenues
5.3.3.2 Technological Advances Such As Virtual Reality, Robotics, Exoskeletons, Implanted Devices, and Interactive Video Games
5.3.3.3 Portable Physiotherapy Equipments Presents Significant Opportunities
5.3.4 Challenges
5.3.4.1 Alternative Services Such As Acupuncture
5.3.4.2 Stringent and Time Consuming Regulations
5.3.5 Winning Imperative
5.3.5.1 Mobile Apps to Increase Effectiveness for Physiotherapy
5.3.6 Burning Issue
5.3.6.1 Reduction in Healthcare Budget to Affect the Reimbursement of Physiotherapy Equipment
5.3.7 Regulatory Scenario
5.3.7.1 U.S.
5.3.7.2 Europe
5.3.7.3 China
5.3.7.4 Japan

6 Industry Insights
6.1 Introduction
6.2 Porter's Five forces Analysis
6.2.1 Threat From New Entrants
6.2.2 Threat From Substitutes
6.2.3 Bargaining Power of Buyers
6.2.4 Bargaining Power of Suppliers
6.2.5 Intensity of Competitive Rivalry
6.3 Pest Analysis
6.3.1 Political Factors
6.3.2 Economic Factors
6.3.3 Social Factors
6.3.4 Technology Factors
6.4 Supply Chain Analysis
6.4.1 Key Influencers
6.5 Industry Trends
6.6 Strategic Benchmarking
6.6.1 New Product Launches

7 Physiotherapy Equipment Market, By Product
7.1 Introduction
7.2 Equipment
7.2.1 Electric Stimulation
7.2.2 Ultrasound
7.2.3 Therapeutic Exercises
7.2.4 Heat Therapy
7.2.5 Cryotherapy
7.2.6 Hydrotherapy
7.2.7 Continuous Passive Motion (CPM)
7.2.8 Others (Laser Therapy, Traction, and Wax Therapy)
7.3 Accessories
7.3.1 Orthoses
7.3.2 Others Assistive Devices

8 Physiotherapy Equipment Market, By Application
8.1 Introduction
8.2 Musculoskeletal
8.3 Neurology
8.4 Cardiovascular and Pulmonary
8.5 Pediatric
8.6 Others (Sports, Women Health, and Palliative Care)

9 Physiotherapy Equipment Market, By End User
9.1 Introduction
9.2 Hospitals
9.3 Clinics
9.4 Others (Home Healthcare, Schools, and Rehabilitation Centers)

10 Geographic Analysis
10.1 Introduction
10.2 North America
10.2.1 U.S.
10.2.2 Canada
10.3 Europe
10.3.1 Germany
10.3.2 U.K.
10.3.3 Rest of Europe (ROE)
10.4 Asia-Pacific
10.5 Rest of The World (ROW)

11 Competitive Landscape
11.1 Overview
11.2 Market Share Analysis
11.3 Competitive Situation and Trends
11.3.1 New Product Launches
11.3.2 Agreements and Partnerships
11.3.3 Other Developments

12 Company Profiles
(Overview, Financials, Products & Services, Strategy, & Developments)*
12.1 Introduction
12.2 Djo Global/ Chattanooga
12.3 EMS Physio Ltd.
12.4 ENRAF-Nonius B.V.
12.5 BTL Industries Inc.
12.6 Isokinetics, Inc.
12.7 Patterson Companies Inc.
12.8 Morris Group Internationals
12.9 HMS Medical Systems
12.10 Dynatronics Corporation
12.11 Body Sport

*Details on Financials, Product & Services, Strategy, & Developments Might Not Be Captured in Case of Unlisted Companies.

13 Appendix
13.1 Insights of Industry Experts
13.2 Discussion Guide
13.3 Introducing RT: Real Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List of Tables (74 Tables)

Table 1 Rising Number of Baby-Boomers Reaching Retirement Age is Propelling the Growth of Market
Table 2 Uneven Reimbursement Plan is Hindering Market Growth
Table 3 Emerging Markets Are Paving New Growth Avenues for Players in the Physiotherapy Equipment Market
Table 4 Stringent Regulations and Alternative Services Are Constraining the Growth of Physiotherapy Equipment Market
Table 5 New Product Launches is the Leading Trend Among the Key Market Players
Table 6 Global Physiotherapy Equipment Market, By Product, 2012–2019 ($Million)
Table 7 Market, By Type, 2012–2019 ($Million)
Table 8 Market, By Geography, 2012–2019 ($Million)
Table 9 North America Physiotherapy Equipment Market, By Country, 2012–2019 ($Million)
Table 10 Europe Physiotherapy Equipment Market, By Country, 2012–2019 ($Million)
Table 11 Physiotherapy Accessories Market, By Type, 2012–2019 ($Million)
Table 12 Physiotherapy Accessories Market, By Geography, 2012–2019 ($Million)
Table 13 North America Physiotherapy Accessories Market, By Country, 2012–2019 ($Million)
Table 14 Europe Physiotherapy Accessories Market, By Country, 2012–2019 ($Million)
Table 15 Global Physiotherapy Equipment Market, By Application, 2012-2019 ($Million)
Table 16 Musculoskeletal Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 17 North America Musculoskeletal Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 18 Europe Musculoskeletal Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 19 Neurology Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 20 North America Neurology Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 21 Europe Neurology Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 22 Cardiovascular & Pulmonary Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 23 North America Cardiovascular & Pulmonary Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 24 Europe Cardiovascular & Pulmonary Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 25 Pediatric Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 26 North America Pediatric Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 27 Europe Pediatric Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 28 Others Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 29 North America Others Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 30 Europe Others Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 31 Global Physiotherapy Equipment Market Size, By End User, 2012–2019 ($Million)
Table 32 Hospital Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 33 North America Hospital Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 34 Europe Hospital Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 35 Clinic Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 36 North America Clinic Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 37 Europe Clinic Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 38 Others Physiotherapy Equipment Market, By Region, 2012-2019 ($Million)
Table 39 North America Others Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 40 Europe Others Physiotherapy Equipment Market, By Country, 2012-2019 ($Million)
Table 41 Physiotherapy Equipment Market, By Geography, 2012-2019 ($Million)
Table 42 North America: Market, By Country, 2012-2019 ($Million)
Table 43 North America: Market, By Product, 2012-2019 ($Million)
Table 44 North America: Market, By Application, 2012-2019 ($Million)
Table 45 North America: Market, By End User, 2012-2019 ($Million)
Table 46 U.S.: Market, By Product, 2012-2019 ($Million)
Table 47 U.S.: Market, By Application, 2012-2019 ($Million)
Table 48 U.S.: Market, By End User, 2012-2019 ($Million)
Table 49 Canada: Market, By Product, 2012-2019 ($Million)
Table 50 Canada: Market, By Application, 2012-2019 ($Million)
Table 51 Canada: Market, By End User, 2012-2019 ($Million)
Table 52 Europe: Market, By Country, 2012-2019 ($Million)
Table 53 Europe: Market, By Product, 2012-2019 ($Million)
Table 54 Europe: Market, By Application, 2012-2019 ($Million)
Table 55 Europe: Market, By End User, 2012-2019 ($Million)
Table 56 Germany: Market, By Product, 2012-2019 ($Million)
Table 57 Germany: Market, By Application, 2012-2019 ($Million)
Table 58 Germany: Market, By End User, 2012-2019 ($Million)
Table 59 U.K.: Market, By Product, 2012-2019 ($Million)
Table 60 U.K.: Market, By Application, 2012-2019 ($Million)
Table 61 U.K.: Market, By End User, 2012-2019 ($Million)
Table 62 ROE: Market, By Product, 2012-2019 ($Million)
Table 63 ROE: Market, By Application, 2012-2019 ($Million)
Table 64 ROE: Market, By End User, 2012-2019 ($Million)
Table 65 APAC: Market, By Product, 2012-2019 ($Million)
Table 66 APAC: Market, By Application, 2012-2019 ($Million)
Table 67 APAC: Market, By End User, 2012-2019 ($Million)
Table 68 ROW: Market, By Product, 2012-2019 ($Million)
Table 69 ROW: Market, By Application, 2012-2019 ($Million)
Table 70 ROW: Market, By End User, 2012-2019 ($Million)
Table 71 Global Physiotherapy Equipment Market Share, By Key Players, 2014
Table 72 New Product Launches, 2011-2014
Table 73 Agreements and Partnerships, 20111-2014
Table 74 Other Developments, 2011-2014

List of Figures (49 Figures)

Figure 1 Research Methodology
Figure 2 Market Size Estimation
Figure 3 Break Down of Primary Interviews: By Company Type, Designation, and Region
Figure 4 Physiotherapy Application Market Snapshot (2014 Vs. 2019): Musculoskeletal Segment Will Show the Fastest Growth in the Next Five Years
Figure 5 Global Physiotherapy Equipment Market, By Product, 2014
Figure 6 Global Market Share, 2014
Figure 7 Attractive Market Opportunities
Figure 8 Electric Stimulation therapy to Account for Maximum Market Share Globally
Figure 9 North America to Grow At the Highest Pace During the forecast Period
Figure 10 Musculoskeletal Segment Will Continue to Dominate the Global Physiotherapy Market in the Next Five Years
Figure 11 Hospitals Will Continue to Hold Leading Market Share in the Next Five Years
Figure 12 Asia-Pacific Market Holds Lucrative Growth Opportunities
Figure 13 Market Segmentation: By Product
Figure 14 Physiotherapy Equipment Market By Application
Figure 15 Market By End User
Figure 16 Rapidly Increasing Base of Ageing Population to Boost the Market
Figure 17 Porter's Five forces Analysis
Figure 18 Supply Chain: Direct Purchase of Portable Physiotherapy Equipment From the Manufacturers is A Growing Trend Among the Patients
Figure 19 Strategic Benchmarking: Djo Global and ENRAF-Nonious Largely Adopted New Product Launches
Figure 20 Equipment Hold Lion's Share of the Overall Physiotherapy Market During the forecast Period
Figure 21 Electric Stimulation Dominates the Market
Figure 22 Orthoses Segment Leads the Physiotherapy Accessories Market
Figure 23 APAC to Witness Highest Growth in the Physiotherapy Accessories Market From 2014 to 2019
Figure 24 Musculoskeletal Segment Dominates the Market, By Application
Figure 25 Cardiovascular & Pulmonary Physiotherapy Equipment Market to See Highest Growth Rate in APAC
Figure 26 North America Holds the Largest Share of the Others Physiotherapy Equipment Market, By Application From 2014 to 2019
Figure 27 Broad End User Base of Physiotherapy Equipment Market
Figure 28 Hospitals Dominate of the Physiotherapy Equipment End Users Market
Figure 29 North America Will Continue to Lead the Physiotherapy Equipment Market for Clinics in 2019
Figure 30 North America Will Drive the Others Physiotherapy Equipment Market From 2014 to 2019
Figure 31 Geographic Snapshot (2014) – Rapid Growth Markets Are Emerging As New Revenue Pockets
Figure 32 Asia-Pacific: An Appealing Destination for All Product Categories
Figure 33 North America Market Snapshot: Demand Will Be Driven By Ageing Population
Figure 34 Europe Market Snapshot:
Figure 35 Asia-Pacific Market Snapshot :
Figure 36 Market Snapshot
Figure 37 Companies Adopted New Product Launches As the Key Growth Strategy Over the Last Three Years
Figure 38 Battle for Market Share:New Product Launches Was the Key Strategy
Figure 39 Geographic Revenue Mix
Figure 40 Djo Global : Business Overview
Figure 41 EMS Physio Ltd.: Business Overview
Figure 42 ENRAF-Nonious.: Business Overview
Figure 43 BTL Industries.: Business Overview
Figure 44 isokinetic, Inc.: Business Overview
Figure 45 Patterson Companies, Inc.: Business Overview
Figure 46 Morris Group Internationals: Business Overview
Figure 47 HMS Medical System: Business Overview
Figure 48 Dynatronics Corporation: Business Overview
Figure 49 Body Sport: Business Overview

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