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.

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