Asia-Pacific Negative Pressure Wound Therapy (NPWT) Market Outlook to 2020

Description: Asia-Pacific Negative Pressure Wound Therapy (NPWT) Market Outlook to 2020

Summary


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 Negative Pressure Wound Therapy market wherever available.

The data in the report is derived from dynamic market forecast models. The publisher uses epidemiology and 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.

The epidemiology-based forecasting model makes use of epidemiology data gathered from research publications and primary interviews with physicians to establish the target patient population and treatment flow patterns for individual diseases and therapies. Using prevalence and incidence data and diagnosed and treated population, the epidemiology-based forecasting model arrives at the final numbers.

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

- Market size data for Negative Pressure Wound Therapy market segments - NPWT Rental Business and NPWT Sales Business.
- Annualized market revenues (USD million), volume (units) and average prices (in US dollars) data for each of the market segments. Data is provided from 2005 to 2013 and forecast to 2020.
- 2013 company shares and distribution shares data for Negative Pressure Wound Therapy market.
- Global corporate-level profiles of key companies operating within the Asia-Pacific Negative Pressure Wound Therapy.
- Key players covered include Kinetic Concepts, Inc. and Smith & Nephew Plc.

Reasons to buy

- Develop business strategies by identifying the key market categories and 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.
Table 10: Negative Pressure Wound Therapy (NPWT) Market, Australia, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 11: NPWT Sales Business Market, Australia, Revenue ($m), USD Constant, Historic, 2005-2013
Table 12: Negative Pressure Wound Therapy (NPWT) Market, Australia, Volume (Units), Historic, 2005-2013
Table 13: Negative Pressure Wound Therapy (NPWT) Market, Australia, Volume (Units), Forecast, 2013-2020
Table 14: NPWT Sales Business Market, Australia, Volume (Units), Historic, 2005-2013
Table 15: Negative Pressure Wound Therapy (NPWT) Market, Australia, Average Price ($), Historic, 2005-2013
Table 16: Negative Pressure Wound Therapy (NPWT) Market, Australia, Average Price ($), Forecast, 2013-2020
Table 17: Negative Pressure Wound Therapy (NPWT) Market, Australia, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 18: Negative Pressure Wound Therapy (NPWT) Market, Australia, Company Share by Revenue ($m), USD Constant, 2012-2013
Table 19: Negative Pressure Wound Therapy (NPWT) Market, China, Revenue ($m), USD Constant, Historic, 2005-2013
Table 20: Negative Pressure Wound Therapy (NPWT) Market, China, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 21: NPWT Sales Business Market, China, Revenue ($m), USD Constant, Historic, 2005-2013
Table 22: NPWT Sales Business Market, China, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 23: Negative Pressure Wound Therapy (NPWT) Market, China, Volume (Units), Historic, 2005-2013
Table 24: Negative Pressure Wound Therapy (NPWT) Market, China, Volume (Units), Forecast, 2013-2020
Table 25: NPWT Sales Business Market, China, Volume (Units), Historic, 2005-2013
Table 26: NPWT Sales Business Market, China, Volume (Units), Forecast, 2013-2020
Table 27: Negative Pressure Wound Therapy (NPWT) Market, China, Average Price ($), Historic, 2005-2013
Table 28: Negative Pressure Wound Therapy (NPWT) Market, China, Average Price ($), Forecast, 2013-2020
Table 29: Negative Pressure Wound Therapy (NPWT) Market, China, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 30: Negative Pressure Wound Therapy (NPWT) Market, China, Company Share by Revenue ($m), USD Constant, 2012-2013
Table 31: Negative Pressure Wound Therapy (NPWT) Market, India, Revenue ($m), USD Constant, Historic, 2005-2013
Table 32: Negative Pressure Wound Therapy (NPWT) Market, India, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 33: NPWT Sales Business Market, India, Revenue ($m), USD Constant, Historic, 2005-2013
Table 34: NPWT Sales Business Market, India, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 35: Negative Pressure Wound Therapy (NPWT) Market, India, Volume (Units), Historic, 2005-2013
Table 36: Negative Pressure Wound Therapy (NPWT) Market, India, Volume (Units), Forecast, 2013-2020
Table 37: NPWT Sales Business Market, India, Volume (Units), Historic, 2005-2013
Table 38: NPWT Sales Business Market, India, Volume (Units), Forecast, 2013-2020
Table 39: Negative Pressure Wound Therapy (NPWT) Market, India, Average Price ($), Historic, 2005-2013
Table 40: Negative Pressure Wound Therapy (NPWT) Market, India, Average Price ($), Forecast, 2013-2020
Table 41: Negative Pressure Wound Therapy (NPWT) Market, India, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 42: Negative Pressure Wound Therapy (NPWT) Market, India, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 43: Negative Pressure Wound Therapy (NPWT) Market, Japan, Revenue ($m), USD Constant, Historic, 2005-2013
Table 44: Negative Pressure Wound Therapy (NPWT) Market, Japan, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 45: NPWT Sales Business Market, Japan, Revenue ($m), USD Constant, Historic, 2005-2013
Table 46: NPWT Sales Business Market, Japan, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 47: Negative Pressure Wound Therapy (NPWT) Market, Japan, Volume (Units), Historic, 2005-2013
Table 48: Negative Pressure Wound Therapy (NPWT) Market, Japan, Volume (Units), Forecast, 2013-2020
Table 49: NPWT Sales Business Market, Japan, Volume (Units), Historic, 2005-2013
Table 50: NPWT Sales Business Market, Japan, Volume (Units), Forecast, 2013-2020
Table 51: Negative Pressure Wound Therapy (NPWT) Market, Japan, Average Price ($), Historic, 2005-2013
Table 52: Negative Pressure Wound Therapy (NPWT) Market, Japan, Average Price ($), Forecast, 2013-2020
Table 53: Negative Pressure Wound Therapy (NPWT) Market, Japan, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 54: Negative Pressure Wound Therapy (NPWT) Market, Japan, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 55: Negative Pressure Wound Therapy (NPWT) Market, Japan, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 56: Negative Pressure Wound Therapy (NPWT) Market, Japan, Company Share by Revenue ($m), USD Constant, 2012-2013
Table 57: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Revenue ($m), USD Constant, Historic, 2005-2013
Table 58: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 59: NPWT Sales Business Market, South Korea, Revenue ($m), USD Constant, Historic, 2005-2013
Table 60: NPWT Sales Business Market, South Korea, Revenue ($m), USD Constant, Forecast, 2013-2020
Table 61: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Volume (Units), Historic, 2005-2013
Table 62: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Volume (Units), Forecast, 2013-2020
Table 63: NPWT Sales Business Market, South Korea, Volume (Units), Historic, 2005-2013
Table 64: NPWT Sales Business Market, South Korea, Volume (Units), Forecast, 2013-2020
Table 65: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Average Price ($), Historic, 2005-2013
Table 66: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Average Price ($), Forecast, 2013-2020
Table 67: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Distribution Share by Revenue ($m), USD Constant, 2012-2013
Table 68: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Company Share by Revenue ($m), USD Constant, 2012-2013
Table 69: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Company Share (%), 2013
Table 70: Total Number of Primary Research Participants, Wound Care Management, by Country

1.2 List of Figures
Figure 1: Negative Pressure Wound Therapy (NPWT) Market, Cross Country Comparison, Asia-Pacific, Revenue ($m), USD Constant, 2005-2020
Figure 2: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Category Comparison by Revenue ($m), USD Constant, 2005-2020
Figure 3: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Revenue ($m), Historic, USD Constant, 2005-2013
Figure 4: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Revenue ($m), Forecast, USD Constant, 2013-2020
Figure 5: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Volume (Units), 2005-2020
Figure 6: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Volume (Units), Historic, 2005-2013
Figure 7: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Volume (Units), Forecast, 2013-2020
Figure 8: Negative Pressure Wound Therapy (NPWT) Market, Asia-Pacific, Company Share (%), 2013
Figure 9: Negative Pressure Wound Therapy (NPWT) Market, Australia, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 10: Negative Pressure Wound Therapy (NPWT) Market, Australia, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 11: NPWT Sales Business Market, Australia, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 12: NPWT Sales Business Market, Australia, Revenue ($m), USD Constant, Forecast, 2013-2013
Figure 13: Negative Pressure Wound Therapy (NPWT) Market, Australia, Volume (Units), Historic, 2005-2013
Figure 14: Negative Pressure Wound Therapy (NPWT) Market, Australia, Volume (Units), Forecast, 2013-2020
Figure 15: NPWT Sales Business Market, Australia, Volume (Units), Historic, 2005-2013
Figure 16: NPWT Sales Business Market, Australia, Volume (Units), Forecast, 2013-2020
Figure 17: Negative Pressure Wound Therapy (NPWT) Market, Australia, Company Share (%), 2013
Figure 18: Negative Pressure Wound Therapy (NPWT) Market, China, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 19: Negative Pressure Wound Therapy (NPWT) Market, China, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 20: NPWT Sales Business Market, China, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 21: NPWT Sales Business Market, China, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 22: Negative Pressure Wound Therapy (NPWT) Market, China, Volume (Units), Historic, 2005-2013
Figure 23: Negative Pressure Wound Therapy (NPWT) Market, China, Volume (Units), Forecast, 2013-2020
Figure 24: NPWT Sales Business Market, China, Volume (Units), Historic, 2005-2013
Figure 25: NPWT Sales Business Market, China, Volume (Units), Forecast, 2013-2020
Figure 26: Negative Pressure Wound Therapy (NPWT) Market, China, Company Share (%), 2013
Figure 27: Negative Pressure Wound Therapy (NPWT) Market, India, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 28: Negative Pressure Wound Therapy (NPWT) Market, India, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 29: NPWT Sales Business Market, India, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 30: NPWT Sales Business Market, India, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 31: Negative Pressure Wound Therapy (NPWT) Market, India, Volume (Units), Historic, 2005-2013
Figure 32: Negative Pressure Wound Therapy (NPWT) Market, India, Volume (Units), Forecast, 2013-2020
Figure 33: NPWT Sales Business Market, India, Volume (Units), Historic, 2005-2013
Figure 34: NPWT Sales Business Market, India, Volume (Units), Forecast, 2013-2020
Figure 35: Negative Pressure Wound Therapy (NPWT) Market, India, Company Share (%), 2013
Figure 36: Negative Pressure Wound Therapy (NPWT) Market, Japan, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 37: Negative Pressure Wound Therapy (NPWT) Market, Japan, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 38: NPWT Sales Business Market, Japan, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 39: NPWT Sales Business Market, Japan, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 40: Negative Pressure Wound Therapy (NPWT) Market, Japan, Volume (Units), Historic, 2005-2013
Figure 41: Negative Pressure Wound Therapy (NPWT) Market, Japan, Volume (Units), Forecast, 2013-2020
Figure 42: NPWT Sales Business Market, Japan, Volume (Units), Historic, 2005-2013
Figure 43: NPWT Sales Business Market, Japan, Volume (Units), Forecast, 2013-2020
Figure 44: Negative Pressure Wound Therapy (NPWT) Market, Japan, Company Share (%), 2013
Figure 45: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 46: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 47: NPWT Sales Business Market, South Korea, Revenue ($m), USD Constant, Historic, 2005-2013
Figure 48: NPWT Sales Business Market, South Korea, Revenue ($m), USD Constant, Forecast, 2013-2020
Figure 49: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Volume (Units), Historic, 2005-2013
Figure 50: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Volume (Units), Forecast, 2013-2020
Figure 51: NPWT Sales Business Market, South Korea, Volume (Units), Historic, 2005-2013
Figure 52: NPWT Sales Business Market, South Korea, Volume (Units), Forecast, 2013-2020
Figure 53: Negative Pressure Wound Therapy (NPWT) Market, South Korea, Company Share (%), 2013
Figure 54: GlobalData Epidemiology-Based Forecasting Model
Figure 55: GlobalData Capital Equipment-Based Forecasting Model
Figure 56: Primary Interviews by Participant Type (%)

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