Diagnostic Markets for Women's Health (Pregnancy and Ovulation, Bone Density, Prenatal Screening, Ultrasound, Mammography, Pap Smear, Colposcopy, HPV, UTI, and Other Testing)

Description: Even though slightly more than half of the US population is female, medical research historically has neglected the health needs of women, other than reproductive issues. However, during the past two decades, there have been major changes in government and private support of women's health research -- in policies, regulations, and the organization of research efforts. In a recent Institute of Medicine (IOM) report, the Washington DC-based institute found that women's health research has contributed to significant progress over the past 20 years in lessening the burden of disease and reducing deaths from some conditions for women, while other conditions have seen only moderate change or even little or no change.

This Kalorama Information report, Diagnostic Markets for Women's Health provides insight into this key area of testing. The following tests are among those covered in this report.

- Pregnancy and Ovulation Tests
- Bone Density Testing
- Prenatal Screening
- Ultrasound
- Mammography
- Pap Smears
- Colposcopy
- HPV Testing
- Ovarian Cancer Tests
- UTI Testing
- Neonatal Jaundice Testing
- Auto Immune Disease Testing
- Cystic Fibrosis Testing

Market size and forecast are provided for these testing markets.

Women make more than 75% of the health care decisions in American households and spend almost two of every three health care dollars. Women also make more than 65% of physician visits, 62% of prescription drug purchases, and 76% of the nursing home population. The life expectancy of women is longer than for men and is climbing steadily due to advancements in medicine. Yet, female health is an area that has much room for improvement both in the development of products and the treatment of diseases.

This report analyzes the current and potential world markets for key diagnostic tests targeted at women's health. This report generally forecasts future market growth for these tests to 2015. Market segments covered include the world and North American markets.

This report also reviews the nature and direction of research and trends, and gives insight into some issues facing the industry.

The report profiles several key companies, including large companies that have made names for themselves in the field, as well as smaller firms with market niches. These companies are involved in developing and marketing over the counter (OTC), point of care (POC) in vitro diagnostic (IVD) tests and screening systems. Some of the companies profiled include GE Healthcare Hologic Perkin Elmer Philips Healthcare Siemens Healthcare Somagen Diagnostics.

Market forecasts are based on an examination of current market conditions and on investigations into the development of new products by key companies. The market data are generated into multiple year forecasts for different product segments covered in the report. The information presented in this report is the result of data gathered from company product literature and other corporate brochures and documents, as well as information found in the scientific and trade press. In addition, interviews were conducted with company executives and researchers.
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