Oncology Information System Market by Software, Application, End User - Global Forecasts to 2019

Description:
Oncology Information System Market by Software (Patient Information System & TPS), & Professional Service), Application (Medical, Radiation, & Surgical Oncology), End User (Hospital, Government Institution, & Research Center) - Global Forecasts to 2019

The global oncology information system market is estimated to grow at a CAGR of 8.5% from 2014 to 2019. Although mature markets such as the U.S., the U.K., and Germany hold larger shares in the oncology information system market in 2014, the Asia-Pacific region is poised to grow at the highest CAGR of 11.5% in the next five years. Factors such as increasing government initiatives for modernization of healthcare infrastructure, growing patient population, and rising focus of international and domestic players in the Asia-Pacific region are propelling growth in this market.

Growth of the oncology information system market is driven by factors such as rapidly aging population, rising number of cancer cases, and increasing focus on the development of technologically advanced OIS across the globe. However, factors such as high maintenance and service expenses, and dearth of healthcare IT professionals are restraining the growth of this market. Moreover, emerging markets (such as China and India), strategic acquisitions, and multi-year contracts and agreements offer significant opportunities for growth of the oncology information system market.

In this report, the global oncology information system market has been segmented on the basis of product and services [software (patient information systems and treatment planning systems) and professional services (consulting, implementation, post-sale & maintenance, and training)], application (medical, radiation, and surgical oncology), and end user (hospitals & physician's offices, governmental institutions, and research centers). The patient information systems segment is estimated to account for the largest share of the global oncology information system market in 2014, followed by the treatment planning systems market. Factors such as new product launches, technological advancements, and increasing adoption of OIS for cancer care are stimulating the growth of the patient information systems market.

Geographically, North America (comprising the U.S. and Canada) commands the largest share of 42.8% of the global oncology information system market in 2014, followed by Europe. The North American oncology information system market is primarily driven by various factors such as growth in aging population, high prevalence of cancer cases, and high adoption rate of technologically advanced devices in North American countries. However, unfavorable healthcare reforms in the U.S. constraints the growth of the oncology information system market in this region.

The global oncology information system market is highly competitive, with a large number of global and local players. As of 2013, the global oncology information system market was dominated by Elekta AB (Sweden) and Varian Medical Systems, Inc. (U.S.) which together accounted for ~80% of the market. Agreements and partnerships; development of technologically advanced OIS; and strategic acquisitions are major strategies adopted by the market players to achieve growth in the oncology information system market.

Reasons to Buy the Report:
From an insight perspective, this research report focuses on various levels of analysis such as industry analysis (industry trends, value chain analysis, and Porter's five force model), market share analysis of top ten players, and company profiles, which together comprise and discuss basic views on the competitive landscape, emerging and high-growth segments of the oncology information system market, high-growth regions and countries and their respective drivers, restraints, challenges, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms, garner a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.
The report provides insights on the following pointers:

- **Market Penetration**: Comprehensive information on OIS offered by top 10 players in the oncology information system market. The report analyzes the patent oncology information system market by products and services, application, and end user across geographies.
- **Product Development/Innovation**: Detailed insights on upcoming technologies, research and development activities, and new product launches in the oncology information system market.
- **Market Development**: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various oncology information systems across geographies.
- **Market Diversification**: Exhaustive information about new products, untapped geographies, recent developments, and investments in the oncology information system market.
- **Competitive Assessment**: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of leading players in the oncology information system market.

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