Electrophysiology Market by Product, Ablation Catheter, Lab Devices & Indication - Global Forecasts to 2019

**Description:**

Electrophysiology Market by Product (Diagnostic Catheter (Conventional, Advanced, Ultrasound)), Ablation Catheter (Cryoablation, RF, Microwave), Lab Devices (Mapping, Recording, Generator, ICE, X-ray)) & Indication (AF, VT, WPW) - Global Forecasts to 2019

The global electrophysiology (EP) market is estimated to grow at a significant CAGR of 10.3% from 2014 to 2019. Although mature markets such as the U.S., Germany, Japan, and the U.K. held larger shares in the electrophysiology market in 2014, the emerging countries in the Asia-Pacific market are poised to grow at higher rate in the next five years. Factors such as rapidly increasing aging population, growing focus of multinational companies on emerging markets, improving and modernizing healthcare infrastructure, and growing number of EP labs are propelling the growth of market in these countries.

The global electrophysiology market growth is driven by the development of technologically advanced electrophysiology devices, rapid growth in aging population with high risk of target diseases, increasing incidence of arrhythmia cases across the globe, growing focus of key market players to expand their geographic presence, and increasing demand of catheter ablation procedures. However, lack of skilled and experienced electrophysiologists in developing nations and unfavorable healthcare reforms in the U.S. are restraining the growth of this market.

In this report, the global electrophysiology market has been segmented on the basis of products and indications. On the basis of products, the electrophysiology (EP) market is categorized into EP diagnostic catheters, EP ablation catheters, and EP laboratory devices. The EP diagnostic catheters segment is further divided into conventional EP diagnostic catheters, advanced EP diagnostic catheters, and ultrasound EP diagnostic catheters. The EP ablation catheters segment is further classified into radiofrequency (RF) EP ablation catheters, cryoablation EP catheters, laser ablation systems, navigational advanced mapping accessories, and microwave ablation. The EP laboratory devices segment is categorized into X-ray systems, 3D mapping systems, EP recording systems, remote steering systems, intracardiac echocardiography systems (ICE), and radiofrequency (RF) ablation generators. On the basis of indication, the electrophysiology market is divided into atrial fibrillation, ventricular fibrillation, ventricular tachycardia, atrial tachycardia, atrial flutter, Wolff-Parkinson-White (WPW) syndrome, and atrioventricular nodal reentry tachycardia.

Geographically, North America (comprising the U.S. and Canada) commanded the largest share of the global electrophysiology market in 2014, followed by Europe. The North American electrophysiology market is primarily driven by continuous technological advancements and product innovations, growing number of EP laboratories, and developed healthcare infrastructure. However, stringent regulatory policies for approval of electrophysiology devices and implementation of the U.S. healthcare reforms are restraining the growth of the electrophysiology market in this region.

The global electrophysiology market is highly competitive. Biosense Webster, Inc. (U.S.) dominated the global electrophysiology market in 2014, followed by St. Jude Medical, Inc. (U.S.). Some of other key players in this market include Boston Scientific Corporation (U.S.), BIOTRONIK SE & Co. KG (Germany), Koninklijke Philips N.V. (The Netherlands), GE Healthcare (U.K.), Medtronic, Inc. (U.S.), and Microport Scientific Corporation (China). Agreements, partnerships, collaborations, and joint ventures; and new product launches are the major strategies adopted by market players to achieve growth in the electrophysiology 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, supply chain analysis, and Porter's five forces 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 electrophysiology market, high-growth regions and countries and their respective drivers, restraints, challenges, and opportunities.

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

The report provides insights on the following pointers:

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

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