Breast Imaging Equipment Market Analysis by Product (Tomosynthesis, Breast Ultrasound, Breast MRI, Mammography, Nuclear Imaging, Bioelectric Imaging, Breast Thermography) and Segment Forecasts to 2020

Description: The global market for breast imaging equipment is expected to reach USD 4,638.1 million by 2020, growing at an estimated CAGR of 12.2 % from 2014 to 2020. Growing global female geriatric population base, implementation of programs by government and healthcare organizations in order to provide early diagnosis and growing patient awareness levels coupled with sophisticated healthcare infrastructure are expected to drive the market growth during the forecast period. In addition, introduction of various healthcare reforms, government support and funding is expected to boost the demand for breast imaging equipment.

Mammography dominated the overall product market in terms of revenue in 2013 and was valued at USD 1,057.7 million. Its large share is accounted for by factors such as relatively low radiation exposure and technological advancement in the product segment such as digital and portable mammography equipment. Introduction of digital mammography has led to reduction in examination time, easy transfer of information to remote locations and reduction of storage space requirements coupled with the benefit of using various tools to manipulate images. Breast MRI accounted for the second largest revenue share in 2013, owing to the fact that MRI provides information about breast tissue density, providing which has been made mandatory by National Institute of Health.

Further key findings from the study suggest:

- North America was the largest regional market in 2013, accounting for over 32.5% of global revenue due to the presence of high patient awareness levels, high healthcare expenditure and sophisticated healthcare infrastructure.
- Asia Pacific expected to grow at the fastest CAGR of above 14% from 2014 to 2020. Increasing radiology equipment digitalization owing to rising healthcare IT systems penetration rates, introduction of 12th five year plan in China with various healthcare reforms and increasing population leading to prevalence of breast cancer patients coupled with increasing awareness programs and high patient awareness levels are some of the factors accounting for its rapid growth.
- Key industry participants of this market include Siemens Healthcare Corp., Philips Healthcare, SonoCine Inc., Hologic Inc., Fujifilm SonoSite Inc., GE Healthcare Ltd and others.

For the purpose of this study, the report has segmented the breast imaging equipment market on the basis of product and region:

Breast Imaging Equipment Product Outlook
- Mammography
- Breast Ultrasound
- Breast MRI
- Tomosynthesis
- Nuclear Imaging
- Other Breast imaging methods
  - Bioelectric Imaging
  - Breast Thermography

Breast Imaging Equipment Regional Outlook
- North America
- Europe
- Asia Pacific
- RoW
Chapter 1. Executive Summary
1.1. Breast imaging equipment - Industry Summary & Critical Success Factors (CSFs)

Chapter 2. Breast imaging Equipment Industry Outlook
2.1. Market Segmentation
2.2. Market Size and Growth Prospects
2.3. Breast imaging Equipment Market Dynamics
2.3.1. Market Driver Analysis
2.3.2. Market Restraint Analysis
2.4. Key Opportunities Prioritized
2.5. Industry Analysis - Porter's
2.7. Breast Imaging Equipment market PESTEL Analysis, 2013

Chapter 3. Breast Imaging Equipment Product Outlook
3.1. Mammography
3.1.1. Global Mammography revenue by region, (USD Million), 2012 - 2020
3.2. Breast Ultrasound
3.2.1. Global Breast Ultrasound revenue by region, (USD Million), 2012 - 2020
3.3. Breast MRI
3.3.1. Global Breast MRI revenue by region, (USD Million), 2012 - 2020
3.4. Tomosynthesis
3.4.1. Global Tomosynthesis revenue by region, (USD Million), 2012 - 2020
3.5. Nuclear Imaging
3.5.1. Global Nuclear Imaging revenue by region, (USD Million), 2012
3.6. Other imaging devices
3.6.1. Global Breast thermography Imaging revenue by region, (USD Million), 2012
3.6.2. Global bioelectric imaging revenue by region, (USD Million), 2012

Chapter 4. Breast imaging Equipment Regional Outlook
4.1. North America
4.1.1. Breast imaging equipment market revenue by product, (USD Million), 2012 - 2020
4.2. Europe
4.2.1. Breast imaging equipment market revenue by product, (USD Million), 2012 - 2020
4.3. Asia Pacific
4.3.1. Breast imaging equipment market revenue by product, (USD Million), 2012 - 2020
4.4. RoW
4.4.1. Breast imaging equipment market revenue by product, (USD Million), 2012 - 2020

Chapter 5. Breast Imaging Equipment Competitive Landscape
5.1 Aurora Imaging Technologies Inc.
5.1.1 Company Overview
5.1.2 Financial Performance
5.1.3 Product Benchmarking
5.1.4 Strategic Initiatives
5.2 Dilon Technologies Inc.
5.2.1 Company Overview
5.2.2 Financial Performance
5.2.3 Product Benchmarking
5.2.4 Strategic Initiatives
5.3 FUJIFILM SonoSite Inc.
5.3.1 Company Overview
5.3.2 Financial Performance
5.3.3 Product Benchmarking
5.3.4 Strategic Initiatives
5.4 GE Healthcare Ltd
5.4.1 Company Overview
5.4.2 Financial Performance
5.4.3 Product Benchmarking
5.4.4 Strategic Initiatives
5.5 Hologic Inc.
5.5.1 Company Overview
5.5.2 Financial Performance
Chapter 5.5.3 Product Benchmarking
5.5.4 Strategic Initiatives
5.6 Philips Healthcare
5.6.1 Company Overview
5.6.2 Financial Performance
5.6.3 Product Benchmarking
5.6.4 Strategic Initiatives
5.7 Siemens Healthcare Corporation
5.7.1 Company Overview
5.7.2 Financial Performance
5.7.3 Product Benchmarking
5.7.4 Strategic Initiatives
5.8 SonoCine Inc
5.8.1 Company Overview
5.8.2 Financial Performance
5.8.3 Product Benchmarking
5.8.4 Strategic Initiatives

Chapter 6. Methodology and Scope
6.1. Research Methodology
6.2. Research Scope & Assumption
6.3. List of Data Sources

List of Tables:
Breast imaging equipment - Industry Summary & Critical Success Factors (CSFs)
Global Breast imaging equipment market share (USD Million), 2012 - 2020
Global Breast imaging equipment market by region (USD Million), 2012 - 2020
Global Breast imaging equipment market by product (USD Million), 2012 - 2020
Global Mammography systems demand by product, (USD Million), 2012 - 2020
Global Mammography demand by region, (USD Million), 2012 - 2020
Global Breast Ultrasound demand by product, (USD Million), 2012 - 2020
Global Breast Ultrasound demand by region, (USD Million), 2012 - 2020
Global Breast MRI demand by product, (USD Million), 2012 - 2020
Global Breast MRI demand by region, (USD Million), 2012 - 2020
Global Tomosynthesis demand by product, (USD Million), 2012 - 2020
Global Tomosynthesis demand by region, (USD Million), 2012 - 2020
Global nuclear imaging equipment demand product, (USD Million), 2012 - 2020
Global nuclear imaging equipment demand by region, (USD Million), 2012 - 2020
Global bioelectric imaging and breast thermography demand by region, (USD Million), 2012 - 2020
North America Breast imaging equipment market by product (USD Million), 2012 - 2020
Europe Breast imaging equipment market by product (USD Million), 2012 - 2020
Asia Pacific Breast imaging equipment market by product (USD Million), 2012 - 2020
RoW Breast imaging equipment market by product (USD Million), 2012 - 2020

List of Figures:
Breast imaging equipment Market Segmentation
Global Breast imaging equipment market (USD Million), 2013 & 2020
Breast imaging equipment value chain analysis
Breast imaging equipment market dynamics
Breast imaging equipment - Company market share analysis, 2013
Key Opportunities Prioritized
Industry Analysis - Porter’s
Breast imaging equipment PESTEL Analysis, 2013
Breast imaging equipment market share by product, 2013 & 2020
Global Breast imaging equipment market share by region (USD Million), 2012 - 2020
Global Breast imaging equipment market by product (USD Million), 2012 - 2020
Global Mammography systems demand by product, (USD Million), 2012 - 2020
Global Mammography demand by region, (USD Million), 2012 - 2020
Global Breast Ultrasound demand by product, (USD Million), 2012 - 2020
Global Breast Ultrasound demand by region, (USD Million), 2012 - 2020
Global Breast MRI demand by product, (USD Million), 2012 - 2020
Global Breast MRI demand by region, (USD Million), 2012 - 2020
Global Tomosynthesis demand by product, (USD Million), 2012 - 2020
Global Tomosynthesis demand by region, (USD Million), 2012 - 2020
Global Nuclear imaging equipment demand product, (USD Million), 2012 - 2020
Global Nuclear imaging equipment demand by region, (USD Million), 2012 - 2020
Global Bioelectric imaging and Breast thermography demand by region, (USD Million), 2012 - 2020
North America Breast imaging equipment market by product (USD Million), 2012 - 2020
Europe Breast imaging equipment market by product (USD Million), 2012 - 2020
Asia Pacific Breast imaging equipment market by product (USD Million), 2012 - 2020
RoW Breast imaging equipment market by product (USD Million), 2012 - 2020

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