2015 Global Markets for Gastrointestinal and Colorectal Endoscopy, Cystoscopy, Ureteroscopy, and Hysteroscopy

Description: This report explores the underlying forces driving growth in some of the most important endoscopic segments. At a time when healthcare institutions are seeking ways to restrain spending while improving outcomes, endoscopic technologies offer compelling possibilities by presenting improvements in cosmetic outcomes and the potential for faster recoveries-both of which are important considerations in a global market which features a growing middle class and rising awareness of the availability, and possibilities, of minimally-invasive surgery.

Sales of these products exceeded $12 billion in 2014 and are expected to rise at a healthy rate through 2020, with particular strength in the markets of Asia.

Critical Issues Covered in this Report:
- Epidemiological factors and the prevalence of relevant diseases and conditions
- Quantitative factors including revenues, detailed caseloads, surgical procedures, and device sales
- The competitive landscape for these devices in the U.S. and international markets

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