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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