Medical Robots Market by Product & Application - Forecasts to 2020

Description:
"Medical Robots Market by Product (Robotic systems (Surgical Robots, Rehabilitation Robots, Hospital Robots, Assistive Robots, Telemedicine Robots), Instruments & Accessories) & Application (Orthopedic, Laparoscopy, Neurology) - Global Forecasts to 2020"

The medical robots market comprises a few large players and several small players. Players in this market implemented various strategies to expand their global footprints and increase their market shares. Undertaking marketing and promotion activities was the key strategy adopted by players in this market. This strategy was employed by players to increase the awareness of their products and educate potential clientele on the use and benefits of the products. Collaborations, agreements, partnerships, new product launches, acquisitions, and expansions were other key areas of focus for market players.

In 2015, the instruments and accessories segment is expected to account for the largest share in the medical robots market and grow at the highest rate; the neurology segment is expected to account for the largest share of the medical robotics market, by application.

In 2015, North America accounted for the largest share of the global medical robots market, followed by Europe, Asia-Pacific, and the Rest of the World (RoW). In the coming years, the medical robotics market is expected to witness the highest growth rate in Asia-Pacific. High growth in this region can be attributed to the rise in aging population, growing adoption of medical robots, high prevalence of cancer, funding and collaboration initiatives supported by governments, and establishment of training programs that train surgeons for performing robot-assisted surgeries.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market and garner a greater market share.

The report provides insights on the following pointers:

- Marketing and Promotion Activities: Detailed insights on the various marketing and promotional activities undertaken by the players in the market.

- Collaborations, Agreements, and Partnerships: Comprehensive information about collaborations, agreements, and partnerships undertaken by players in the market and their objectives.

- New Product Launches: Comprehensive information on the product portfolios offered by top players in the medical robotics market.

- Acquisitions: Detailed insights on the acquisitions undertaken by the players in the market and their impacts.

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