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.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Markets Covered
      1.3.2 Years Considered for the Study
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Methodology Steps
      2.1.1 Secondary and Primary Research Methodology
2.1.1 Secondary Research
2.1.2 Key Data from Secondary Sources
2.1.2.1 Primary Research
2.1.2.2 Key Industry Insights
2.1.3 Key Data from Primary Sources
2.1.4 Key Insights from Primary Sources
2.1.5 Market Size Estimation Methodology
2.1.6 Market Data Validation and Triangulation
2.1.7 Assumptions for the Study

3 Executive Summary
3.1 Medical Robots Market, By Product
3.2 Medical Robots Systems Market, By Type
3.3 Medical Robots Market, By Application
3.4 Geographical Snapshot of the Medical Robots Market
3.5 Competitive Landscape: Medical Robots Market
3.6 Outlook: Medical Robots Market

4 Premium Insights
4.1 Global Medical Robots Market Overview
4.2 Geographic Analysis: Medical Robots Market, By Product
4.3 Geographical Snapshot of the Medical Robots Market
4.4 Surgical Robots Market, By Type (2015)

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Improved Medication Error Management and Cost Savings Offered By Iv Robots
5.3.1.2 Advantages Offered By Robot-Assisted Training in Rehabilitation Therapy
5.3.1.3 Technological Advancements
5.3.1.4 Increase in Funding for Medical Robotics Research
5.3.1.5 Issuance of Ipos By Medical Robotics Companies
5.3.2 Restraints
5.3.2.1 Safety Concerns Over Robotic Surgery Devices
5.3.2.2 Unjustified Cost Benefits of Robotic Surgeries
5.3.2.3 High Cost of Equipment and Reduction in Hospital Budgets
5.3.3 Opportunities
5.3.3.1 Rapid Growth in Aging Population
5.3.3.2 Development of Nanorobots for Cancer Treatment
5.3.3.3 Development of Robots for Performing Surgeries in Space

6 Global Medical Robots Market, By Product
6.1 Introduction
6.2 Instruments and Accessories
6.3 Medical Robots Systems
6.3.1 Surgical Robots
6.3.1.1 Laparoscopy Robotic Systems
6.3.1.2 Orthopedic Surgical Robots
6.3.1.3 Neurosurgical Robotic Systems
6.3.1.4 Steerable Robotic Catheters
6.3.2 Rehabilitation Robots
6.3.2.1 Therapeutic Robots
6.3.2.2 Assistive Robots
6.3.2.3 Prosthetics
6.3.2.4 Orthotics
6.3.2.5 Exoskeleton Robotic Systems
6.3.3 Noninvasive Radiosurgery Robots
6.3.4 Hospital and Pharmacy Robots
6.3.4.1 Pharmacy Robots
6.3.4.2 Iv Robots
6.3.4.3 Telemedicine Robots
10.3 Hocoma
10.4 Mazor Robotics Ltd.
10.5 Hansen Medical, Inc.
10.6 Accuray, Inc.
10.7 Aesynt Inc
10.8 Arxium
10.9 Ekso Bionics Holdings, Inc.
10.10 Kirby Lester Llc

*Details On Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

11 Appendix
11.1 Discussion Guide
11.2 Company Developments (2012-2015)
11.2.1 Intuitive Surgical, Inc.
11.2.2 Mazor Robotics Ltd.
11.2.3 Hansen Medical Inc.
11.2.4 Accuray Inc.
11.2.5 Aesynt Inc.
11.2.6 Ekso Bionics Holdings Inc.
11.3 Introducing Rt: Real Time Market Intelligence
11.4 Available Customizations
11.5 Related Reports

List of Tables:
Table 1 Improved Medication Error Management and Cost Savings Offered By Iv Robots is Expected to Boost the Market Growth
Table 2 Safety Concerns Over Robotic Surgery Devices Restraining Market Growth
Table 3 Rapid Growth in Aging Population to Provide Array of Opportunities for the Medical Robots Market
Table 4 Global Medical Robotics Market Size, By Type, 2013-2020 (Usd Million)
Table 5 Global Medical Robotics Market Size, By Region, 2013-2020 (Usd Million)
Table 6 Global Instruments and Accessories Market Size, By Region, 2013-2020 (Usd Million)
Table 7 Global Medical Robotic Systems Market Size, By Region, 2013-2020 (Usd Million)
Table 8 Global Medical Robotic Systems Market Size, By Region, 2013-2020 (Units)
Table 9 Global Medical Robotic Systems Market Size, By Type, 2013-2020 (Usd Million)
Table 10 Global Surgical Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 11 Global Surgical Robots Market Size, By Region, 2013-2020 (Units)
Table 12 Global Surgical Robots Market Size, By Region, 2013-2020 (Units)
Table 13 Global Surgical Robots Market Size, By Type, 2013-2020 (Usd Million)
Table 14 Laparoscopy Surgical Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 15 Laparoscopy Surgical Robots Market Size, By Region, 2013-2020 (Units)
Table 16 Orthopedic Surgical Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 17 Orthopedic Surgical Robots Market Size, By Region, 2013-2020 (Units)
Table 18 Neurosurgical Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 19 Neurosurgical Robots Market Size, By Region, 2013-2020 (Units)
Table 20 Steerable Robotic Catheters Market Size, By Region, 2013-2020 (Usd Million)
Table 21 Steerable Robotic Catheters Market Size, By Region, 2013-2020 (Units)
Table 22 Global Rehabilitation Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 23 Global Rehabilitation Robots Market Size, By Region, 2013-2020 (Units)
Table 24 Global Rehabilitation Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 25 Global Rehabilitation Robots Market Size, By Region, 2013-2020 (Units)
Table 26 Therapeutic Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 27 Therapeutic Robots Market Size, By Region, 2013-2020 (Units)
Table 28 Assistive Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 29 Assistive Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 30 Prosthetics Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 31 Prosthetics Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 32 Orthotics Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 33 Orthotics Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 34 Exoskeleton Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 35 Exoskeleton Robots Market Size, By Region, 2013-2020 (Units)
Table 36 Global Non-Invasive Radiosurgery Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 37 Global Non-Invasive Radiosurgery Robots Market Size, By Region, 2013-2020 (Units)
Table 38 Global Hospital and Pharmacy Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 39 Global Hospital and Pharmacy Robots Market Size, By Region, 2013-2020 (Units)
Table 40 Global Hospital and Pharmacy Robots Market Size, By Type, 2013-2020 (Usd Million)
Table 41 Global Hospital and Pharmacy Robots Market Size, By Type, 2013-2020 (Units)
Table 42 Pharmacy Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 43 Pharmacy Robots Market Size, By Region, 2013-2020 (Units)
Table 44 Iv Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 45 Iv Robots Market Size, By Region, 2013-2020 (Units)
Table 46 Telemedicine Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 47 Telemedicine Robots Market Size, By Region, 2013-2020 (Units)
Table 48 Global Other Robots Market Size, By Region, 2013-2020 (Usd Million)
Table 49 Global Other Robots Market Size, By Region, 2013-2020 (Units)
Table 50 Global Medical Robotics Market Size, By Application, 2013-2020 (Usd Million)
Table 51 Medical Robotics Market Size for Laparoscopy, By Region, 2013-2020 (Usd Million)
Table 52 Medical Robotics Market Size for Orthopedics, By Region, 2013-2020 (Usd Million)
Table 53 Medical Robotics Market Size for Neurology, By Region, 2013-2020 (Usd Million)
Table 54 Medical Robotics Market Size for Special Education, By Region, 2013-2020 (Usd Million)
Table 55 Medical Robotics Market Size for Other Applications, By Region, 2013-2020 (Usd Million)
Table 56 Global Medical Robotics Market Size, By Type, 2013-2020 (Usd Million)
Table 57 Global Medical Robotics Market Size, By Region, 2013-2020 (Usd Million)
Table 58 Global Medical Robotics Market Size, By Region, 2013-2020 (Units)
Table 59 Global Medical Robotic Systems Market Size, By Type, 2013-2020 (Usd Million)
Table 60 Global Medical Robotic Systems Market, By Type, 2013-2020 (Units)
Table 61 North America: Medical Robotics Market, By Country, 2013-2020 (Usd Million)
Table 62 North America: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 63 North America: Medical Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 64 North America: Medical Robotic Systems Market, By Type, 2013-2020 (Units)
Table 65 North America: Surgical Robots Market, By Type, 2013-2020 (Usd Million)
Table 66 North America: Surgical Robots Market, By Type, 2013-2020 (Units)
Table 67 North America: Hospital and Pharmacy Robots Market, By Region, 2013-2020 (Usd Million)
Table 68 North America: Hospital and Pharmacy Robots Market, By Region, 2013-2020 (Units)
Table 69 North America: Rehabilitation Robots Market, By Type, 2013-2020 (Usd Million)
Table 70 North America: Rehabilitation Robots Market, By Type, 2013-2020 (Units)
Table 71 North America: Medical Robotics Market, By Application, 2013-2020 (Usd Million)
Table 72 U.S.: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 73 U.S.: Medical Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 74 U.S.: Medical Robotic Systems Market, By Type, 2013-2020 (Units)
Table 75 Canada: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 76 Canada: Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 77 Canada: Robotic Systems Market, By Type, 2013-2020 (Units)
Table 78 Europe: Medical Robotics Market, By Country, 2013-2020 (Usd Million)
Table 79 Europe: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 80 Europe: Medical Robotic Systems Market, By Type, 2013-2020 (Units)
Table 81 Europe: Medical Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 82 Europe: Surgical Robots Market, By Type, 2013-2020 (Usd Million)
Table 83 Europe: Surgical Robots Market, By Type, 2013-2020 (Units)
Table 84 Europe: Hospital and Pharmacy Robots Market, By Region, 2013-2020 (Usd Million)
Table 85 Europe: Hospital and Pharmacy Robots Market, By Region, 2013-2020 (Units)
Table 86 Europe: Rehabilitation Robots Market, By Type, 2013-2020 (Usd Million)
Table 87 Europe: Rehabilitation Robots Market, By Type, 2013-2020 (Units)
Table 88 Europe: Medical Robotics Market, By Application, 2013-2020 (Usd Million)
Table 89 Germany: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 90 Germany: Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 91 Germany: Robotic Systems Market, By Type, 2013-2020 (Units)
Table 92 France: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 93 France: Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 94 France: Robotic Systems Market, By Type, 2013-2020 (Units)
Table 95 U.K.: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 96 U.K.: Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 97 U.K.: Robotic Systems Market, By Type, 2013-2020 (Units)
Table 98 Roe: Medical Robotics Market, By Type, 2013-2020 (Usd Million)
Table 99 Roe: Robotic Systems Market, By Type, 2013-2020 (Usd Million)
Table 100 Roe: Robotic Systems Market, By Type, 2013-2020 (Units)
Figure 25 New Product Launches was the Key Growth Strategy for the Leading Market Players (2012-2015)
Figure 26 Global Medical Robots Market Share, By Key Player, 2014
Figure 27 Battle for Market Share: Marketing and Promotion was the Key Strategy (2012-2015)
Figure 28 Product Portfolio Assessment of Top 3 Players
Figure 29 Intuitive Surgical, Inc.: Company Snapshot
Figure 30 Stryker Corporation: Company Snapshot
Figure 31 Mazor Robotics Ltd.: Company Snapshot
Figure 32 Hansen Medical, Inc.: Company Snapshot
Figure 33 Accuray, Inc.: Company Snapshot
Figure 34 Ekso Bionics Holdings, Inc.: Company Snapshot

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