The operating room equipment & supplies market is projected to reach USD 29.15 billion by 2020 from USD 24.31 billion in 2015, at a CAGR of 3.7% in the next five years (2015 to 2020).

Operating rooms around the globe are rapidly transforming from conventional to hybrid state-of-the-art operation theatres. These facilities use advanced equipment and supplies that enable surgeons to perform procedures with higher precision and ease. The increasing preference and demand for minimally invasive procedures across the globe have also transformed surgical procedures. In addition, the rise in aging population and the rising prevalence of cardiovascular diseases is driving the growth of the operating room equipment & supplies market.

Growing investments, funds, and grants by government bodies worldwide and rising number of hospitals, growing number of regulatory approvals for operating room equipment, and increasing number of surgeries globally are some of the factors that are expected to drive the growth of the global operating room equipment & supplies market in the coming years.

On the other hand, factors like high cost of operating room equipment and unfavorable healthcare reforms in the U.S. are likely to restrain the operating room equipment & supplies market to some extent. Moreover, the lack of trained professionals is posing as a major challenge for the market.

In 2015, the anesthesia machines segment is expected to account for the largest share of the operating room equipment market, by type, while the surgical instruments segment is expected to account for the largest share of operating room supplies market, by type.

In 2015, North America is expected to account for the largest share of the global operating room equipment & supplies market, followed by Europe, Asia-Pacific, and the Rest of the World (RoW). North America's large share is attributed to the investments by hospitals to upgrade operating rooms; rising number of surgical procedures; increasing number of ambulatory surgery centers; and increasing prevalence of cardiovascular disease in the U.S. In Canada, market growth is mainly driven by rising public and private investments, implementation of a new funding model for Canadian hospitals, and conferences on operating room equipment and supplies. In the coming years, the operating room equipment & supplies market is expected to witness the highest growth rate in the Asian region, with emphasis on India, China, and Japan. The high growth in India and China can be attributed to the growing number of hospitals, increasing number of German-Asian partnerships, government initiatives to increase the number of doctors in China, presence of global and local players in China, Japan's growing healthcare industry, and government funding in India, favorable healthcare system and conferences in Australia, increasing medical tourism, and rising government investments in the Philippines.

The market witnesses high competitive intensity, as there are several big and many small firms with similar product offerings. These companies adopt various strategies (agreements, partnerships, collaborations, geographic expansion, new product launches, and acquisitions) to increase their market shares and establish a strong foothold in the global market.

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, which in turn helps the firms to garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the models and services offered by top players in the mice model market. The report analyzes the operating room equipment & supplies market, by product, type, and end user.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the operating room equipment & supplies market
- Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the markets for operating room equipment & supplies across regions
- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the operating room equipment & supplies market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and distribution networks of the leading players in the operating room equipment & supplies market

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
2.2 Secondary And Primary Research Methodology
2.2.1 Secondary Research
2.2.1.1 Key Data From Secondary Sources
2.2.2 Primary Research
2.2.2.1 Key Industry Insights
2.2.3 Key Data From Primary Sources
2.2.4 Key Insights From Primary Sources
2.2.5 Market Size Estimation Methodology
2.3 Market Data Validation And Triangulation
2.4 Assumptions For The Study
3 Executive Summary
3.1 Introduction
3.2 Current And Future Scenario
3.3 Key Growth Strategies
4 Premium Insights
4.1 Global Operating Room & Supplies Market Overview
4.2 Geographic Analysis: Operating Room & Supplies Market, By End User
4.3 Geographical Snapshot Of The Operating Room Equipment & Supplies Market
4.4 Global Operating Room Supplies Market, By Product (2015 Vs. 2020)
5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Growing Investments, Funds, And Grants By Government Bodies Worldwide
5.3.1.2 Rising Number Of Hospitals And Growing Hospital Investments In Operating Room Equipment & Supplies
5.3.1.3 Increasing Patient Preference For Minimally Invasive Surgeries
5.3.1.4 Growing Number Of Regulatory Approvals For Operating Room Equipment
5.3.1.5 Rising Geriatric Population Coupled With Growing Number Of Surgeries Globally
5.3.2 Restraints
5.3.2.1 High Cost Of Operating Room Equipment
5.3.2.2 Unfavorable Healthcare Reforms In The U.S.
5.3.3 Opportunities
5.3.3.1 Growing Healthcare Market In Emerging Economies
5.3.4 Challenges
5.3.4.1 Lack Of Trained Professionals
5.3.5 Free Trade Agreements Impacting The Or Market
5.3.5.1 Increasing Number Of Free-Trade Agreements
6 Operating Room Equipment Market, By Type
6.1 Introduction
6.2 Anesthesia Machines
6.3 Electrosurgical Units
6.4 Multi-Parameter Patient Monitors
6.5 Surgical Imaging Devices
6.5.1.1 Mobile C-Arms
6.5.1.2 Mini C-Arms
6.6 Operating Tables
6.6.1 General Operating Tables
6.6.2 Specialty Operating Tables
6.7 Operating Room Lights
7 Operating Room Supplies Market, By Type
7.1 Introduction
7.2 Surgical Instruments
7.3 Disposable Materials
7.4 Accessories
7.5 Other Or Supplies
8 Global Operating Room Equipment & Supplies Market, By End User
8.1 Introduction
8.2 Hospitals
8.3 Outpatient Facilities
8.4 Ambulatory Surgery Centers
9 Global Operating Room Equipment And Supplies Market, By Region
9.1 Introduction
9.2 North America
9.2.1 U.S.
9.2.1.1 Investments By Hospitals To Upgrade Operating Rooms
9.2.1.2 Increasing Surgeries In The U.S.
9.2.1.3 Increasing Number Of Ambulatory Surgery Centers (Ascs)
9.2.1.4 Rise In Geriatric Population, Prevalence Of Cardiovascular Disease
9.2.2 Canada
9.2.2.1 Rising Public And Private Investments
9.2.2.2 New Funding Model For Canadian Hospitals
9.2.2.3 Conferences To Increase Awareness
9.3 Europe
9.3.1 Rising Adoption Of Or Devices And Solutions In France, Belgium, Sweden, And The Netherlands
9.3.2 High Prices Likely To Offset The Demand For Operating Room Equipment & Supplies In Europe
9.3.3 Rapidly Aging Population In Europe
9.3.4 Germany
9.3.4.1 Minimal Out-Of-Pocket Expenditure For Medical Devices
9.3.4.2 Rising Cases Of Hip And Knee Replacement
9.3.5 France
9.3.5.1 Favorable Government Support And Growing Aging Population
9.3.6 U.K.
9.3.6.1 Government Initiatives And Funds For Supporting Medical Innovation
9.3.6.2 Increase In Cosmetic Surgeries
9.3.7 Italy
9.3.7.1 Rise In Diabetic Foot Amputations
9.3.8 Spain
9.3.8.1 Increasing Cases Of Cardiovascular Diseases, Rising Medical Tourism Industry, And Growing Aging Population
9.3.9 Rest Of Europe (Roe)
9.3.9.1 Finland-A Major Surgical Imaging Market
9.3.9.2 Improving Healthcare Infrastructure In Russia
9.4 Asia-Pacific
9.4.1 Growing Number Of Hospitals In Asia
9.4.2 German-Asian Partnerships Stimulating Market Growth In Asia
9.4.3 Japan
9.4.3.1 Japan'S Growing Healthcare Industry
9.4.4 China
9.4.4.1 Presence Of Global And Local Players In The Chinese Market
9.4.4.2 Government Initiatives To Increase The Number Of Doctors
9.4.4.3 Trade Shows Hosted In China
9.4.5 India
9.4.5.1 Government Funding To Trigger Market Growth
9.4.6 Australia
9.4.6.1 Favorable Healthcare System In Australia
9.4.6.2 Conferences To Help Professionals Exchange Knowledge
9.4.7 Rest Of Asia-Pacific
9.4.7.1 Asian Countries—Leading Medical Tourism Destinations
9.4.7.2 Stringency Of Malaysian Regulations May Restrain Market Growth
9.4.7.3 Changing Regulatory And Healthcare Scenario In Vietnam
9.4.7.4 Stringent Regulations Limiting The Growth Of The Market In Indonesia
9.4.7.5 Increasing Government Investments In The Philippines
9.5 Rest Of The World (Row)
9.5.1 Market Scenario In Argentina & South Africa
9.5.2 Latin America
9.5.2.1 Favorable Ecosystem For Operation Room Equipment & Supplies In Brazil
9.5.2.2 Government Funding
9.5.2.3 Rising Obesity In Latin America
9.5.3 Middle East
9.5.3.1 Government Initiatives To Enhance Healthcare Systems
9.5.3.2 Increasing Aging Population
9.5.3.3 Increasing Focus On Middle Eastern Countries
9.5.4 Africa
9.5.4.1 Emergence Of New Hospitals In Africa
9.5.4.2 Availability Of Public & Private Investments For Purchasing Equipment
10 Competitive Landscape
10.1 Overview
10.2 Competitive Situation And Trends
10.2.1 New Product Launches
10.2.2 Agreements, Partnerships, And Collaborations
10.2.3 Acquisitions
10.2.4 Expansions
10.2.5 Other Developments
11 Company Profiles
(Overview, Financials, Products & Services, Strategy, & Developments)*
11.1 Introduction
11.2 Steris Corporation
11.3 Stryker Corporation
11.4 Philips Healthcare
11.5 Getinge Group
11.6 Hill-Rom Holdings, Inc.
11.7 Drägerwerk Ag & Co. Kgaa
11.8 Ge Healthcare
11.9 Medtronic, Inc.
11.10 Mizuho Osi
11.11 Karl Storz Gmbh & Co. Kg
*Details On Financials, Product & Services, Strategy, & Developments Might Not Be Captured In Case Of Unlisted Companies.
12 Appendix

List of Tables

Table 1 Recent Product Approvals In The Operating Room Equipment Market
Table 2 Number Of Surgical Procedures Performed In England (2014)
Table 3 Number Of Cosmetic Surgical Procedures, By Country (2014)
Table 4 Number Of Surgical Procedures Performed In India
Table 5 Favorable Funding Environment Is Driving The Growth Of The Operating Room Equipment & Supplies Market
Table 6 High Cost Of Operating Room Equipment Restraining Market Growth
Table 7 Growing Healthcare Market In Emerging Economies To Offer Significant Growth Opportunities
Table 8 Lack Of Trained Professionals Is A Major Challenge In The Operating Room Equipment & Supplies Market
Table 9 List Of Free Trade Agreements
Table 10 Operating Room Equipment Market Size, By Type, 2013 - 2020 (USD Million)
Table 11 Anesthesia Machines Market Size, By Country, 2013 - 2020 (USD Million)
Table 12 Electrosurgical Units Market Size, By Country, 2013 - 2020 (USD Million)
Figure 14 Asia-Pacific Market To Witness The Highest Growth Rate During The Forecast Period
Figure 15 Surgical Instruments Segment Commands The Largest Share In 2015
Figure 16 Operating Room Equipment & Supplies Market Segmentation
Figure 17 Operating Room Equipment & Supplies Market: Drivers, Restraints, Opportunities, & Challenges
Figure 18 Anesthesia Machines Segment To Dominate The Global Operating Room Equipment Market During The Forecast Period
Figure 19 Surgical Instruments To Hold Largest Market Share In 2015
Figure 20 Hospitals To Account For The Largest Share Of Operating Room And Supplies Market In 2015
Figure 21 North America Is Expected To Command The Largest Market Size Of The Global Operating Room Equipment & Supplies Market In 2015
Figure 22 North America: Market Snapshot
Figure 23 Europe: Market Snapshot
Figure 24 Asia-Pacific: Market Snapshot
Figure 25 RoW: Market Snapshot
Figure 26 Top 5 Strategies Adopted By Players Over The Last 3 Years (2012-2015)
Figure 27 Battle For Market Share: New Product Launches Was The Key Strategy Adopted By Market Players (2012 - 2015)
Figure 28 Geographical Revenue Mix Of Players In The Market
Figure 29 Steris Corporation: Company Snapshot
Figure 30 Stryker Corporation: Company Snapshot
Figure 31 Philips Healthcare: Company Snapshot
Figure 32 Getinge Group: Company Snapshot
Figure 33 Hill-Rom Holdings, Inc.: Company Snapshot
Figure 34 Drägerwerk Ag & Co. Kgaa: Company Snapshot
Figure 35 Ge Healthcare: Company Snapshot
Figure 36 Medtronic, Inc.: Company Snapshot

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3611456/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Operating Room Equipment & Supplies Market by Equipment, by Supplies, & by End-User - Analysis & Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3611456/
Office Code: SCH3ICX2

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>______________________________________</td>
</tr>
<tr>
<td>Last Name:</td>
<td>____________________________________</td>
</tr>
<tr>
<td>Email Address: *</td>
<td>___________________________________</td>
</tr>
<tr>
<td>Job Title:</td>
<td>___________________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>____________________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>____________________________________</td>
</tr>
<tr>
<td>City:</td>
<td>____________________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>____________________________</td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp