Business Model Analysis in Antimicrobial Coatings for Medical Devices Key Players (Specialty Coatings Systems, Inc. (SCS), Royal DSM, Hydromer, Inc., PPG Industries, Inc., and BASF SE)

Description: Medical devices are made of metals, such as stainless steel, aluminum, and ceramic. Many of these materials are not compatible with body tissues and fluids and can cause complications such as infections and blood clots. According to the Centers for Disease Control and Prevention (CDC), around 2,000,000 patients contract hospital-acquired infections (HAIs) every year in the U.S., resulting in 100,000 deaths; HAIs cost the U.S. healthcare system an estimated USD 45 billion annually.

In addition, according to the European Centre for Disease, around 4,131,000 patients suffer from healthcare-associated infections every year in Europe. Rise in incidence of HAIs is a major challenge for healthcare providers; therefore, antimicrobial coatings have gained importance in recent years.

Factors such as rising awareness about HAIs, favorable research and funding environment, technological advancements, growing implantable devices market, increasing research and development activities for antimicrobial-coated cardiovascular devices, high growth in geriatric population, and increasing burden of cardiovascular diseases across the globe are driving the growth of the medical device antimicrobial coatings market.

However, certain barriers such as limitations of silver ion coatings, time- and resource-intensive processes for development and approval of antimicrobial coating products, and unfavorable healthcare reforms in the U.S. are hindering growth of this market.

The research findings cited in this report encapsulate activities associated with designing a business, purchasing raw materials, manufacturing of products, finding and reaching customers, transacting a sale, distributing a product, or delivering a service. Manufacturing capabilities, R&D capabilities, logistic capabilities, distributor/supplier/sales channel networks, marketing & promotional activities, key resources, value propositions, key growth strategies, customer orientation/customer relationship management, pre- & post-sales services, customer segments, offices & warehouses, cost structures, and revenue streams, among other factors are some of the key attributes that are discussed at length in this report.

Manufacturers, start-up firms/entrepreneurs, resellers/channel partners/distributors (citing backward integration), market research & business consulting firms, and venture capitalists/investment firms are some of the key stakeholders who are likely to benefit from the business models of market players. The business model can help well-established/leading players and manufacturers in the industry to gauge competitor moves, align or re-align its business strategies to combat competition, or to create new growth engines.

Start-ups companies/entrepreneurs can utilize business models to benchmark their offerings/services vis-à-vis competitors/leading players. It gives them a direction as to how to plan their business, and whether to enter a contested or uncontested space. Business models can incentivize resellers/channel partners/distributors who are eyeing backward integration to gain dominance in their businesses. Market research & business consulting firms can use these business models for validation of their research findings, and for consultation to third parties. Venture capital is invested in exchange for an equity stake in the business. A business model may serve as a stepping stone in ascertaining which companies (operating in particular market) would be ideal for investing.

Scope of the Report

This report provides a qualitative assessment of the business models of antimicrobial coatings for medical devices companies in terms of key partners, key activities, key resources, value propositions, channels, customer segments, customer relationships, revenue streams, and competitive strategy, amongst others.

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