Near Infrared Imaging Market by Product Type (Near Infrared Fluorescence Imaging Devices, Near Infrared Fluorescence & Bioluminescence Imaging Devices, Reagents), Application, End User and Geography - Global Forecast to 2020

Description: The global near-infrared imaging market is projected to reach USD 471.2 million by 2020, at a CAGR of 8.8% from 2015 to 2020

The purpose of this report is to cover the definition, description, and forecast up to 2020 of the global near-infrared imaging market. It involves a deep dive analysis of market segmentation which comprises product type, application, end user, and geography. The report also provides a strategic analysis of key market players. On the basis of product type, the market is segmented into near-infrared fluorescence imaging, near infrared fluorescence & bioluminescence imaging devices, and reagents.

By application, the near-infrared imaging market has been segmented into in vivo imaging, cancer surgeries, cardiovascular surgeries, gastrointestinal surgeries, plastic/reconstructive surgeries, and others. The end users of near-infrared imaging devices are hospitals and research labs.

The near-infrared imaging market has been segmented by geography into North America, Europe, Asia-Pacific, and Rest of the World. North America is further segmented into the U.S., Canada, and Mexico. Europe is further segmented into Germany, France, the U.K., Spain, and Italy. In Asia-Pacific, the major countries included are China, India, Japan, Australia, and Republic of Korea.

North America contributed the largest share to the near-infrared imaging market in 2014. The large share is attributed to increasing cancer cases, increasing technological advancements, and advantages offered by near-infrared imaging devices over other imaging methods.

The report also provides a detailed competitive landscape of companies operating in this market. Segment and country specific company shares, news & deals, mergers & acquisitions, segment specific pipeline products, product approvals, and product recalls of the major companies are detailed. The major players profiled in the global near-infrared imaging market report include Biospace Lab (France), Fluoptics (France), Mizuho Corporation (Japan), Li-Cor, Inc. (U.S.), Bruker Corporation (U.S.), Carl Zeiss Meditec AG (Germany), Novadaq Technologies Inc. (Canada), Hamamatsu photonics K.K. (Japan), Karl Storz GmbH & Co. KG (Germany), PerkinElmer Inc. (U.S.), Promega Corporation (U.S.), and Miltenyi Biotech (Germany).

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis, namely, industry analysis (industry trends and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles. All of these together comprise and discuss the basic views on the competitive landscape, usage patterns, emerging- and high-growth segments, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities of the near-infrared imaging market.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help them garner a greater market share. Firms purchasing the report could use any one or a combination of the below mentioned five strategies to strengthen their market share.

The report provides insights on the following pointers:

- Product Analysis and Development: Detailed insights on upcoming technologies, research and development activities, and new product launches in the global near-infrared imaging market are provided.
- Market Development: Comprehensive information about lucrative emerging markets is provided. The report also analyzes the markets for near-infrared imaging across various regions, new distribution channels, new clientele base, and different pricing policies.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent
developments, and investments decisions in the global near-infrared imaging is provided. Detailed description regarding the related and unrelated diversification pertaining to this market is also provided.

- Competitive Assessment: An in-depth assessment of market shares and company share analysis of the key players forecasted till 2020 is provided.

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