North American Nuclear Medicine/Radiopharmaceuticals Market by Type (Diagnostic (SPECT - Technetium, PET- F-18), Therapeutic (Beta Emitters - I-131, Alpha Emitters, Brachytherapy - Y-90)), by Application (Oncology, Cardiology) - Forecasts to 2020

Description:
The North American nuclear medicine/radiopharmaceuticals market is poised to reach USD 2.98 billion by 2020 from USD 1.97 billion in 2015, growing at a CAGR of 8.6% during the forecast period of 2015 to 2020.

Nuclear medicine is a specialized field of medicine that covers all aspects of the use of radioactive substances, through either injection or ingestion, for the diagnosis or treatment of diseases such as cancer, cardiovascular disease, and neurological diseases. The nuclear medicine/radiopharmaceuticals market is bifurcated into diagnostic and therapeutic segments. Radiopharmaceuticals in the diagnostics market are categorized as SPECT and PET, whereas radiopharmaceuticals in the therapeutics market are categorized as beta emitters, brachytherapy isotopes, and alpha emitters.

In 2015, the diagnostic segment accounted for the largest share of the North American nuclear medicine/radiopharmaceuticals market, by type. Moreover, the SPECT segment is expected to account for the largest share of the North American diagnostic nuclear medicine/radiopharmaceuticals market. This can be attributed to growing cancer patient population, increasing preference for SPECT procedures, advances in SPECT radioisotopes, and cyclotron-based Tc-99m generation. In addition, in 2015, the beta emitters segment is expected to account for the largest share of the North American therapeutic nuclear medicine/radiopharmaceuticals market, owing to heavy funding for research on beta emitters, new therapeutic radioisotopes, and reimbursement policies in favor of using radiopharmaceuticals for cancer therapy.

In 2015, the cardiology application accounts for the largest share of North American nuclear medicine/radiopharmaceuticals market for SPECT applications. This large share can be attributed to new hardware and software designs in SPECT, rising incidence rate of CVDs, and adoption of SPECT in new cardiac applications. The PET market is dominated by oncology applications owing to its accuracy, and preference of PET over conventional imaging. In 2015, the therapeutic market is dominated by thyroid applications. This large share of thyroid applications can be attributed to the factors such as non-invasive method for treatment, and growing incidence of thyroid cancer.

In 2015, U.S. is expected to account for the largest share of the North American nuclear medicine/radiopharmaceuticals market, followed by Canada. The U.S. market is also likely to witness the highest growth rate of the North American nuclear medicine/radiopharmaceuticals market in the coming years. The U.S.'s large share and high growth rate can be attributed to the focus on domestic production of Mo-99, the approval of new radiopharmaceuticals by the FDA in the U.S., FDA approval for alpha emitter, growing focus on therapeutic nuclear medicine as an alternative treatment in oncology, and growing incidence of thyroid cancer.

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, collaborations, contracts, and partnerships, marketing and promotions, new product launches, expansions, acquisitions, funding and grants, patent coverage extensions, website launches, and license renewals) to increase their market shares and establish a strong foothold in the North American 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 product portfolios of top players in the North American nuclear medicine/radiopharmaceuticals market. The report analyzes the North American nuclear...
medicine/radiopharmaceuticals, by type of isotopes, applications, and country
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the North American nuclear medicine/radiopharmaceuticals market
- Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the markets for various nuclear medicine products, applications, and technologies across countries
- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the North American nuclear medicine/radiopharmaceuticals market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the North American nuclear medicine/radiopharmaceuticals market

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