Light Therapy Market: Global Industry Analysis and Opportunity Assessment 2016-2026

Description: This report examines the ‘Global Light Therapy Market’ for the period 2016-2026. The primary objective of the report is to offer updates, trends, drivers, restraints, volume and value forecasts and opportunities for manufacturers operating in the global light therapy market.

Global demand for light therapy devices is increasing as a result of rapid adoption of new technologies and increasing incidence of Seasonal Affective disorder (SAD) and skin treatments. Markets in developed economies are witnessing increasing demand for light therapy products due to the geographic location and high prevalence rate of SAD.

Adoption of light therapy devices is projected to increase at a rate of 4.8% over the forecast period. The trend is expected to boost the overall demand for light therapy products such as light boxes, dawn simulators, handheld devices for skin treatment during the forecast period. To understand and assess the opportunities in this market, the report is categorically split into four sections, namely market analysis by product type, end user type, light type and region. The report analyses the global light therapy market in terms of market value (US$ Mn).

The report starts with an overview of the light therapy market and its usage in various applications globally. In the same section, the author covers the light therapy market performance in terms of revenue. This section includes analyses of key trends, drivers and restraints from the supply and demand perspective.

The next section of the report analyses the market is based on product type and presents the forecast in terms of value for the next ten years.

Product types covered in the report include:
- Light Box
- Floor and Desk Lamps
- Light Visor
- Dawn Simulator
- Light Therapy Bulbs
- Handheld Devices for skin treatment

The next section of the report analyses the market based on light type segments and presents the forecast in terms of value for the next ten years.

The light type segments covered in the report include:
- White Light
- Blue Light
- Red Light
- Others (green light, yellow light)

The next section of the report analyses the market based on end user type segments and presents the forecast in terms of value for the next ten years.

The end user type segments covered in the report include:
- Dermatology Clinics
- Homecare Settings
- Others (workplace, salons)

Furthermore, the report analyses the market based on regions and presents the forecast in terms of value for the next ten years.
Regions covered in the report include:

- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia Pacific Excluding Japan
- Middle East & Africa (MEA)
- Japan

The forecast presented for the market assesses the total revenue generated in the light therapy market. When developing the forecast, the starting point involves sizing the current market, which forms the basis for the forecast of how the market is anticipated to take shape in the near future. Given the characteristics of market, we triangulated the outcome based on different analysis of the supply side, demand side and GDP growth rate.

However, quantifying the market across aforementioned segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

In addition, we have taken into consideration the year-on-year growth to understand the predictability of the market and to identify the right growth opportunities in the global light therapy market.

As previously highlighted, the global light therapy market is split into various categories based on region, product type, end user type and light type. All these segments or categories have been analyzed in terms of Basis Point Share (BPS) to understand the individual segments' relative contribution to market growth. This detailed level of information is important for identification of various key trends in the global light therapy market.

Another key feature of this report is the analysis of the light therapy market by region and product type segments, end user type and light type segments; and the market revenue forecast in terms of absolute dollar opportunity. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales perspective in the global light therapy market.

Furthermore, the author has developed a market attractiveness index for all four segments, namely regional, product type, end user type and light type. This index helps in identifying the real opportunities in the market.

The final section of the report includes the competitive landscape to provide report audiences a dashboard view, based on categories of providers across the market, their presence in the light therapy product portfolio and key differentiators.

Key players in the global light therapy market include Koninklijke Philips N.V., Verilux, Inc., Northern Light Technology, Zepter International, Photomedex Inc., Beurer, Nature Bright, Lucimed SA, Chal-Tec-GmbH, Lumie, Aura Daylight and Sphere Gadget Technologies

Contents:

1. Executive Summary
2. Assumptions & Acronyms Used
3. Research Methodology
4. Light Therapy Market Overview
   4.1. Introduction
   4.1.1. Light Therapy Market Definition
   4.1.2. Light Therapy Market Taxonomy
4.2. Light Therapy Product Overview
4.3. Light Therapy Market Trends
4.4. Light Therapy Market Dynamics
   4.4.1. Drivers
   4.4.2. Restraints
4.4.3. Opportunity
4.5. Global Light Therapy Market Forecast, 2016-2026
4.5.1. Market Size (Value) Forecast
4.5.1.1. Y-o-Y Growth Projections
4.5.1.2. Absolute $ Opportunity
4.6. Light Therapy Market Trends
4.7.1. Market Share By Product
4.7.2. Market Share By Light Visor
4.7.3. Market Share By End User
4.7.4. Market Share By Geography

5. Global Light Therapy Market Analysis, By Product
5.1. Introduction
5.1.1. Y-o-Y Growth Comparison, By Product
5.1.2. Basis Point Share (BPS) Analysis, By Product
5.2. Market Forecast By Products
5.2.1. Light Box
5.2.1.1. Absolute $ Opportunity
5.2.1.2. Market Value and Volume Forecast, By Region
5.2.2. Floor and Desk Lamps
5.2.2.1. Absolute $ Opportunity
5.2.2.2. Market Value and Volume Forecast, By Region
5.2.3. Light Visor
5.2.3.1. Absolute $ Opportunity
5.2.3.2. Market Value and Volume Forecast, By Region
5.2.4. Dawn Simulator
5.2.4.1. Absolute $ Opportunity
5.2.4.2. Market Value and Volume Forecast, By Region
5.2.5. Light Therapy Bulbs
5.2.5.1. Absolute $ Opportunity
5.2.5.2. Market Value and Volume Forecast, By Region
5.2.6. Handheld Devices for Skin Treatment
5.2.6.1. Absolute $ Opportunity
5.2.6.2. Market Value and Volume Forecast, By Region
5.3. Light Therapy Market Attractiveness Analysis, By Products
5.4. Light Therapy Market Prominent Trends

6. Global Light Therapy Market Analysis, On Basis of Light Type
6.1. Introduction
6.1.1. Y-o-Y Growth Comparison, On Basis of Light Type
6.1.2. Basis Point Share (BPS) Analysis, On Basis of Light Type
6.2. Market Forecast On Basis of Light Type
6.2.1. White Light
6.2.1.1. Absolute $ Opportunity
6.2.1.2. Market Value and Volume Forecast, By Region
6.2.2. Blue Light
6.2.2.1. Absolute $ Opportunity
6.2.2.2. Market Value and Volume Forecast, By Region
6.2.3. Red Light
6.2.3.1. Absolute $ Opportunity
6.2.3.2. Market Value and Volume Forecast, By Region
6.2.4. Others ( Green Light, Yellow Light)
6.2.4.1. Absolute $ Opportunity
6.2.4.2. Market Value and Volume Forecast, By Region
6.3. Light Therapy Market Attractiveness Analysis, On Basis of Light Type
6.4. Light Therapy Market Prominent Trends

7. Global Light Therapy Market Analysis, By End User
7.1. Introduction
7.1.1. Y-o-Y Growth Comparison, By End User
7.1.2. Basis Point Share (BPS) Analysis, By End User
7.2. Market Forecast By End User
7.2.1. Dermatology Clinics
7.2.1.1. Absolute $ Opportunity
7.2.1.2. Market Value Forecast, By Region
7.2.2. Home Care Settings
7.2.2.1. Absolute $ Opportunity
7.2.2.2. Market Value Forecast, By Region
7.2.3. Others (workplace, salons)
7.2.3.1. Absolute $ Opportunity
7.2.3.2. Market Value Forecast, By Region
7.3. Light Therapy Market Attractiveness Analysis, By End User
7.4. Light Therapy Market Prominent Trends

8. Global Light Therapy Market Analysis, By Region
8.1. Introduction
8.1.1. Y-o-Y Growth Projections, By Region
8.1.2. Basis Point Share (BPS) Analysis, By Region
8.2. Light Therapy Market Forecast By Region
8.2.1. North America Market Value Forecast
8.2.2. Latin America Market Value Forecast
8.2.3. Asia Pacific Excl. Japan Market Value Forecast
8.2.4. Western Europe Market Value Forecast
8.2.5. Eastern Europe Market Value Forecast
8.2.6. Middle East & Africa Market Value Forecast
8.2.7. Japan Market Value Forecast
8.3. Light Therapy Market Regional Attractiveness Analysis

9. North America Light Therapy Market Analysis
9.1. Introduction
9.1.1. Y-o-Y Growth Projections, By Country
9.1.2. Basis Point Share (BPS) Analysis, By Country
9.1.3. Key Trends
9.2. North America Light Therapy Market Forecast
9.2.1. Light Therapy Market Value Forecast By Country
9.2.1.1. U.S. Absolute $ Opportunity
9.2.1.2. Canada Absolute $ Opportunity
9.2.2. Light Therapy Market Value Forecast By Products
9.2.2.1. Light Box Absolute $ Opportunity
9.2.2.2. Floor and Desk Lamps Absolute $ Opportunity
9.2.2.3. Light Visor Absolute $ Opportunity
9.2.2.4. Dawn Simulator Absolute $ Opportunity
9.2.2.5. Light Therapy Bulbs Absolute $ Opportunity
9.2.2.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
9.2.3. Light Therapy Market Value Forecast On Basis of Light Type
9.2.3.1. White Light Absolute $ Opportunity
9.2.3.2. Blue Light Absolute $ Opportunity
9.2.3.3. Red Light Absolute $ Opportunity
9.2.3.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
9.2.4. Light Therapy Market Value Forecast By End User
9.2.4.1. Dermatology Clinics Absolute $ Opportunity
9.2.4.2. Home Care Settings Absolute $ Opportunity
9.2.4.3. Others (workplace, salons) Absolute $ Opportunity
9.2.5. Light Therapy Market Attractiveness Analysis
9.2.5.1. By Country
9.2.5.2. By Products
9.2.5.3. By Light Type
9.2.5.4. By End User
9.2.6. Drivers & Restraints: Impact Analysis

10. Latin America Light Therapy Market Analysis
10.1. Introduction
10.1.1. Y-o-Y Growth Projections, By Country
10.1.2. Basis Point Share (BPS) Analysis, By Country
10.1.3. Key Trends
10.2. Latin America Light Therapy Market Forecast
10.2.1. Light Therapy Market et Value Forecast By Country
10.2.1.1. Mexico Absolute $ Opportunity
10.2.1.2. Brazil Absolute $ Opportunity
10.2.1.3. Rest of LATAM Absolute $ Opportunity
10.2.2. Light Therapy Market Value Forecast By Products
10.2.2.1. Light Box Absolute $ Opportunity
10.2.2.2. Floor and Desk Lamps Absolute $ Opportunity
10.2.2.3. Light Visor Absolute $ Opportunity
10.2.2.4. Dawn Simulator Absolute $ Opportunity
10.2.2.5. Light Therapy Bulbs Absolute $ Opportunity
10.2.2.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
10.2.3. Light Therapy Market Value Forecast On Basis of Light Type
10.2.3.1. White Light Absolute $ Opportunity
10.2.3.2. Blue Light Absolute $ Opportunity
10.2.3.3. Red Light Absolute $ Opportunity
10.2.3.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
10.2.4. Light Therapy Market Attractiveness Analysis
10.2.4.1. By Country
10.2.4.2. By Products
10.2.4.3. By Light Type
10.2.4.4. By End User
10.2.5. Drivers & Restraints: Impact Analysis

11. APEJ Light Therapy Market Analysis
11.1. Introduction
11.1.1. Y-o-Y Growth Projections, By Country
11.1.2. Basis Point Share (BPS) Analysis, By Country / Region
11.1.3. Key Trends
11.2. APEJ Light Therapy Market Forecast
11.2.1. Light Therapy Market Value Forecast By Country/Region
11.2.1.1. China Absolute $ Opportunity
11.2.1.2. India Absolute $ Opportunity
11.2.1.3. ASEAN Absolute $ Opportunity
11.2.1.4. ANZ Absolute $ Opportunity
11.2.1.5. Rest of APEJ Absolute $ Opportunity
11.2.2. Light Therapy Market Value Forecast By Products
11.2.2.1. Light Box Absolute $ Opportunity
11.2.2.2. Floor and Desk Lamps Absolute $ Opportunity
11.2.2.3. Light Visor Absolute $ Opportunity
11.2.2.4. Dawn Simulator Absolute $ Opportunity
11.2.2.5. Light Therapy Bulbs Absolute $ Opportunity
11.2.2.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
11.2.3. Light Therapy Market Value Forecast On Basis of Light Type
11.2.3.1. White Light Absolute $ Opportunity
11.2.3.2. Blue Light Absolute $ Opportunity
11.2.3.3. Red Light Absolute $ Opportunity
11.2.3.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
11.2.4. Light Therapy Market Attractiveness Analysis
11.2.4.1. By Country
11.2.4.2. By Products
11.2.4.3. By Light Type
11.2.4.4. By End User
11.2.5. Drivers & Restraints: Impact Analysis
12. Western Europe Light Therapy Market Analysis
12.1. Introduction
12.1.1. Y-o-Y Growth Projections, By Country / Region
12.1.2. Basis Point Share (BPS) Analysis, By Country / Region
12.1.3. Key Trends
12.2. Western Europe Light Therapy Market Forecast
12.2.1. Light Therapy Market Value Forecast By Country/Region
12.2.1.1. Germany Absolute $ Opportunity
12.2.1.2. France Absolute $ Opportunity
12.2.1.3. U.K. Absolute $ Opportunity
12.2.1.4. Spain Absolute $ Opportunity
12.2.1.5. Italy Absolute $ Opportunity
12.2.1.6. Nordic Absolute $ Opportunity
12.2.1.7. BENELUX Absolute $ Opportunity
12.2.1.8. Rest of Western Europe Absolute $ Opportunity
12.2.2. Light Therapy Market Value Forecast By Products
12.2.2.1. Light Box Absolute $ Opportunity
12.2.2.2. Floor and Desk Lamps Absolute $ Opportunity
12.2.2.3. Light Visor Absolute $ Opportunity
12.2.2.4. Dawn Simulator Absolute $ Opportunity
12.2.2.5. Light Therapy Bulbs Absolute $ Opportunity
12.2.2.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
12.2.3. Light Therapy Market Value Forecast On Basis of Light Type
12.2.3.1. White Light Absolute $ Opportunity
12.2.3.2. Blue Light Absolute $ Opportunity
12.2.3.3. Red Light Absolute $ Opportunity
12.2.3.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
12.2.4. Light Therapy Market Value Forecast By End User
12.2.4.1. Dermatology Clinics Absolute $ Opportunity
12.2.4.2. Home Care Settings Absolute $ Opportunity
12.2.4.3. Others (workplace, salons) Absolute $ Opportunity
12.2.5. Light Therapy Market Attractiveness Analysis
12.2.5.1. By Country
12.2.5.2. By Products
12.2.5.3. By Light Type
12.2.5.4. By End User
12.2.6. Drivers & Restraints: Impact Analysis

13. Eastern Europe Light Therapy Market Analysis
13.1. Introduction
13.1.1. Y-o-Y Growth Projections, By Country / Region
13.1.2. Basis Point Share (BPS) Analysis, By Country / Region
13.1.3. Key Trends
13.2. Eastern Europe Light Therapy Market Forecast
13.2.1. Light Therapy Market Value Forecast By Country/Region
13.2.1.1. Russia Absolute $ Opportunity
13.2.1.2. Poland Absolute $ Opportunity
13.2.1.3. Rest of Eastern Europe Absolute $ Opportunity
13.2.2. Light Therapy Market Value Forecast By Products
13.2.2.1. Light Box Absolute $ Opportunity
13.2.2.2. Floor and Desk Lamps Absolute $ Opportunity
13.2.2.3. Light Visor Absolute $ Opportunity
13.2.2.4. Dawn Simulator Absolute $ Opportunity
13.2.2.5. Light Therapy Bulbs Absolute $ Opportunity
13.2.2.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
13.2.3. Light Therapy Market Value Forecast On Basis of Light Type
13.2.3.1. White Light Absolute $ Opportunity
13.2.3.2. Blue Light Absolute $ Opportunity
13.2.3.3. Red Light Absolute $ Opportunity
13.2.3.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
13.2.4. Light Therapy Market Value Forecast By End User
13.2.4.1. Dermatology Clinics Absolute $ Opportunity
13.2.4.3. Others (workplace, salons) Absolute $ Opportunity
13.2.5. Light Therapy Market Attractiveness Analysis
13.2.5.1. By Country
13.2.5.2. By Products
13.2.5.3. By Light Type
13.2.5.4. By End User
13.2.6. Drivers & Restraints: Impact Analysis

14. Japan Light Therapy Market Analysis
14.1. Introduction
14.1.1. Y-o-Y Growth Projections, By Product
14.1.2. Key Trends
14.2. Japan Light Therapy Market Forecast
14.2.1. Light Therapy Market Value Forecast By Products
14.2.1.1. Light Box Absolute $ Opportunity
14.2.1.2. Floor and Desk Lamps Absolute $ Opportunity
14.2.1.3. Light Visor Absolute $ Opportunity
14.2.1.4. Dawn Simulator Absolute $ Opportunity
14.2.1.5. Light Therapy Bulbs Absolute $ Opportunity
14.2.1.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
14.2.2. Light Therapy Market Value Forecast On Basis of Light Type
14.2.2.1. White Light Absolute $ Opportunity
14.2.2.2. Blue Light Absolute $ Opportunity
14.2.2.3. Red Light Absolute $ Opportunity
14.2.2.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
14.2.3. Light Therapy Market Value Forecast By End User
14.2.3.1. Dermatology Clinics Absolute $ Opportunity
14.2.3.2. Home Care Settings Absolute $ Opportunity
14.2.3.3. Others (workplace, salons) Absolute $ Opportunity
14.2.4. Light Therapy Market Attractiveness Analysis
14.2.4.1. By Products
14.2.4.2. By Light Type
14.2.4.3. By End User
14.2.5. Drivers & Restraints: Impact Analysis

15. Middle East & Africa Light Therapy Market Analysis
15.1. Introduction
15.1.1. Y-o-Y Growth Projections, By Country / Region
15.1.2. Basis Point Share (BPS) Analysis, By Country / Region
15.1.3. Key Regulations
15.1.4. Key Trends
15.2. Middle East & Africa Light Therapy Market Forecast
15.2.1. Light Therapy Market Value Forecast By Country/Region
15.2.1.1. GCC Absolute $ Opportunity
15.2.1.2. N. Africa Absolute $ Opportunity
15.2.1.3. S. Africa Absolute $ Opportunity
15.2.1.4. Rest of MEA Absolute $ Opportunity
15.2.2. Light Therapy Market Value Forecast By Products
15.2.2.1. Light Box Absolute $ Opportunity
15.2.2.2. Floor and Desk Lamps Absolute $ Opportunity
15.2.2.3. Light Visor Absolute $ Opportunity
15.2.2.4. Dawn Simulator Absolute $ Opportunity
15.2.2.5. Light Therapy Bulbs Absolute $ Opportunity
15.2.2.6. Handheld Devices for Skin Treatment Absolute $ Opportunity
15.2.3. Light Therapy Market Value Forecast On Basis of Light Type
15.2.3.1. White Light Absolute $ Opportunity
15.2.3.2. Blue Light Absolute $ Opportunity
15.2.3.3. Red Light Absolute $ Opportunity
15.2.3.4. Others (Green Light, Yellow Light) Absolute $ Opportunity
15.2.4. Light Therapy Market Value Forecast By End User
15.2.4.1. Dermatology Clinics Absolute $ Opportunity
15.2.4.2. Home Care Settings Absolute $ Opportunity
15.2.4.3. Others (workplace, salons) Absolute $ Opportunity
15.2.5. Light Therapy Market Attractiveness Analysis
15.2.5.1. By Country
15.2.5.2. By Products
15.2.5.3. By Light Type
15.2.5.4. By End User
15.2.6. Drivers & Restraints: Impact Analysis

16. Competition Landscape
16.1. Competition Dashboard
16.3. Company Profiles
16.3.1. Koninklijke Philips N.V.
16.3.2. Verilux, Inc.
16.3.3. Northern Light Technology
16.3.4. Sphere Gadget Technologies
16.3.5. Zepter International
16.3.6. PhotoMedex, Inc
16.3.7. Beurer
16.3.8. Nature Bright
16.3.9. Luminette
16.3.10. Klarstein
16.3.11. Lumie
16.3.11. Aura Daylight


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