Breast Imaging Market by Type (Ionizing Technologies (Mammography, Digital Mammography, 3D Mammography, MBI, PET-CT, CBCT, PEM), Non-ionizing Technologies (Breast MRI, Breast Ultrasound, AWBU, Breast Thermography, Optical Imaging)) - Forecast to 2021

Description: The global breast imaging market is estimated to grow at a CAGR of 8.5% from 2016 to 2021. Although developed regions (such as North America and Europe) held large shares in the breast imaging market in 2015, the Asia-Pacific region is poised to grow at the highest CAGR of 9.5% in the next five years. Factors such as the rising patient population, increasing healthcare expenditure, improving healthcare infrastructure, high government spending in emerging APAC countries on breast cancer research studies, and implementation of several initiatives to create awareness about the early detection of breast cancer are driving the growth of the breast imaging market in this region.

The growth of the global breast imaging market is driven by factors such as the rising incidence of breast cancer globally, growing government investments and funding for breast cancer treatment and related research, increasing awareness about early detection of breast cancer, rising geriatric population, technological advancements in breast imaging modalities, and launch of advanced breast imaging systems capable of detecting cancer in women with dense breast tissues. In addition, increasing demand for breast imaging in emerging Asian countries and technological innovation in breast cancer detection are expected to offer growth opportunities to market players. However, a number of factors such as the high installation cost of breast imaging systems, side effects of radiation exposure, and errors in breast cancer screening and diagnosis are expected to restrain the growth of the breast imaging market. Besides, stringent regulatory approval procedures and unfavorable reimbursement scenario in developing countries will further restrain the growth of this market in the coming years.

In this report, the breast imaging market has been segmented on the basis of type (covering ionizing breast imaging technologies (analog mammography, full-field digital mammography (FFDM), 3D breast tomosynthesis, positron emission tomography/computed tomography (PET/CT), molecular breast imaging/breast-specific gamma imaging (MBI/BSGI), cone-beam computed tomography (CBCT), positron emission mammography (PEM), and electric impedance tomography) and non-ionizing breast imaging technologies (including breast MRI, breast ultrasound, automated whole-breast ultrasound (AWBU), breast thermography, and optical imaging)); and region (North America (U.S., and Canada), Europe (Germany, France, U.K., and Rest of Europe), Asia-Pacific (China, Japan, India, and Rest of Asia-Pacific), and the Rest of the World). The ionizing breast imaging technologies segment is estimated to account for the larger share of the global breast imaging market in 2016. However, the non-ionizing breast imaging technologies segment is expected to grow at the highest CAGR during the forecast period. The advantages offered by non-ionizing breast imaging technologies over ionizing breast imaging technologies, such as lower risk of radiation exposure, greater anatomical details for diagnosis, higher sensitivity to small breast lesions in women with dense breast tissues, and lower false positives are driving the growth of this market segment.

Geographically, North America is estimated to command the largest share of 43.8% of the global breast imaging market in 2016, followed by Europe. The large share of the North American region is attributed to the widespread adoption of newer techniques, such as 3D breast tomosynthesis, breast MRI, molecular breast imaging, and automated whole-breast ultrasound (AWBU). A number of factors, such as the rising incidence of breast cancer, favorable reimbursement scenario, ongoing technological advancements by market players, implementation of new breast density notification law in the U.S., rapid growth in geriatric population, and growing demand for the use of low levels or negligible radiation doses are further stimulating the growth of the breast imaging market in North America. However, high cost of breast screening and limited availability of some radioactive isotopes are negatively affecting the growth of the breast imaging market in this region.

Hologic, Inc. (U.S.), GE Healthcare (U.K.), and Siemens Healthcare (Germany) were the top three players in the breast imaging market in 2015. These companies together accounted for 74.0% of the global market. Product launches, upgrades, and approvals; and partnerships, agreements, and collaborations are the major strategies adopted by most market players to achieve growth in the breast imaging market.
Reasons to Buy the Report:

From an insight perspective, this research report focuses on various levels of analysis—market share analysis of the top players and company profiles, which together comprise and discuss basic views on the competitive landscape; emerging and high-growth segments of the breast imaging market; and high-growth regions and their respective drivers, restraints, challenges, and opportunities.

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 firms in garnering a greater market share. Firms purchasing the report could use any one or 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 breast imaging offered by the top 10 players in the breast imaging market. The report analyzes the breast imaging market by type across four geographies

- Product Development/Innovation: Detailed insights on current technologies, research and development activities, and new product launches in the breast imaging market

- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various breast imaging products across four geographies (North America, Europe, Asia-Pacific, and Rest of the World)

- Competitive Assessment: Assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the breast imaging 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 Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data From Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Breakdown of Primaries
         2.1.2.2 Key Data From Primary Sources
         2.1.2.3 Key Industry Insights
   2.2 Market Size Estimation
      2.2.1.1 Bottom-Up Approach
      2.2.1.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions

3 Executive Summary
   3.1 Introduction
   3.2 Current Scenario
   3.3 Future Outlook
   3.4 Conclusion

4 Premium Insights
   4.1 Breast Imaging Market Overview
   4.2 Breast Imaging Market Share, By Type, 2016 vs. 2021
   4.3 Geographic Analysis: Ionizing Technologies Market, By Type
4.4 Geographic Analysis: Non-Ionizing Technologies Market, By Type (2016)

5 Market Overview
5.1 Introduction
5.1.1 Market Segmentation
5.2 Market Dynamics
5.2.1 Drivers
5.2.1.1 Growing Prevalence of Breast Cancer
5.2.1.2 Government Investments and Funding for Breast Cancer Treatment and Related Research
5.2.1.3 Increasing Awareness About Early Detection of Breast Cancer
5.2.1.4 Rapidly Increasing Aging Population
5.2.1.5 Technological Advancements in Breast Imaging Modalities
5.2.1.6 Launch of Advanced Systems Capable of Detecting Cancer in Women With Dense Breast Tissue
5.2.2 Restraints
5.2.2.1 High Installation Costs of Breast Imaging Systems
5.2.2.2 Side Effects of Radiation Exposure
5.2.2.3 Errors in Breast Cancer Screening and Diagnosis
5.2.2.4 Stringent Regulatory Approval Procedures
5.2.2.5 Unfavorable Reimbursement Scenario in Developing Countries
5.2.3 Opportunities
5.2.3.1 Emerging Economies Offer High Growth Potential
5.2.3.2 Technological Innovations in Breast Cancer Detection

6 Breast Imaging Market, By Type
6.1 Introduction
6.2 Ionizing Technologies
6.2.1 Full-Field Digital Mammography (FFDM)
6.2.2 Analog Mammography
6.2.3 3D Breast Tomosynthesis
6.2.4 Positron Emission Tomography and Computed Tomography (PET-CT)
6.2.5 Molecular Breast-Specific Gamma Imaging (MBI/BSGI)
6.2.6 Cone-Beam Computed Tomography (CBCT)
6.2.7 Positron Emission Mammography (PEM)
6.2.8 Electric Impedance Tomography
6.3 Non-Ionizing Technologies
6.3.1 Breast Ultrasound
6.3.2 Breast MRI
6.3.3 Automated Whole-Breast Ultrasound (AWBU)
6.3.4 Breast Thermography
6.3.5 Optical Imaging

7 Breast Imaging Market, By Region
7.1 Introduction
7.2 North America
7.2.1 U.S.
7.2.2 Canada
7.3 Europe
7.3.1 Germany
7.3.2 France
7.3.3 U.K.
7.3.4 Rest of Europe
7.4 Asia-Pacific
7.4.1 Japan
7.4.2 China
7.4.3 India
7.4.4 Rest of APAC
7.5 Rest of the World (RoW)

8 Competitive Landscape
8.1 Overview
8.2 Strategic Overview
8.3 Market Share Analysis
8.4 Competitive Situation and Trends
8.4.1 Product Launches, Upgrades, and Approvals
8.4.2 Partnerships, Agreements, and Collaborations
8.4.3 Other Developments

9 Company Profile
9.1 Introduction
9.2 Hologic, Inc.
9.2.1 Business Overview
9.2.2 Products Offered
9.2.3 Recent Developments
9.2.4 MnM View
9.3 GE Healthcare (A Part of General Electric Company)
9.3.1 Business Overview
9.3.2 Products Offered
9.3.3 Recent Developments
9.3.4 MnM View
9.4 Siemens Healthcare (A Part of Siemens AG)
9.4.1 Business Overview
9.4.2 Products Offered
9.4.3 Recent Developments
9.4.4 MnM View
9.5 Philips Healthcare (A Part of Koninklijke Philips N.V.)
9.5.1 Business Overview
9.5.2 Products Offered
9.5.3 Recent Developments
9.5.4 MnM View
9.6 Fujifilm Holdings Corporation
9.6.1 Business Overview
9.6.2 Products Offered
9.6.3 Recent Developments
9.6.4 MnM View
9.7 Gamma Medica, Inc.
9.7.1 Business Overview
9.7.2 Products Offered
9.7.3 Recent Developments
9.8 Toshiba Corporation
9.8.1 Business Overview
9.8.2 Products Offered
9.8.3 Recent Developments
9.9 Sonociné, Inc.
9.9.1 Business Overview
9.9.2 Products Offered
9.9.3 Recent Developments
9.10 Aurora Imaging Technology, Inc.
9.10.1 Business Overview
9.10.2 Products Offered
9.11 Dilon Technologies, Inc.
9.11.1 Business Overview
9.11.2 Products Offered
9.11.3 Recent Developments

10 Appendix
10.1 Discussion Guide*

List of Tables (107 Tables)
Table 1 Growing Prevalence of Breast Cancer to Trigger Market Growth
Table 2 High Installation Costs of Breast Imaging Systems to Restrain Market Growth
Table 3 Emerging Markets Offer Significant Opportunities for Market Players
Table 4 Breast Imaging Market Size, By Type, 2014–2021 (USD Million)
Table 5 Ionizing Technologies Market Size, By Type, 2014–2021 (USD Million)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Region/Type</th>
<th>Years</th>
<th>Amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Europe: Full-Field Digital Mammography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>10</td>
<td>Global Analog Mammography Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>12</td>
<td>Europe: Analog Mammography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>14</td>
<td>Global 3D Breast Tomosynthesis Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>15</td>
<td>North America: 3D Breast Tomosynthesis Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>16</td>
<td>Europe: 3D Breast Tomosynthesis Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>17</td>
<td>Asia-Pacific: 3D Breast Tomosynthesis Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>18</td>
<td>Global Positron Emission Tomography and Computed Tomography Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>20</td>
<td>Europe: Positron Emission Tomography and Computed Tomography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>22</td>
<td>Global Molecular Breast-Specific Gamma Imaging Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>23</td>
<td>North America: Molecular Breast-Specific Gamma Imaging Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>24</td>
<td>Europe: Molecular Breast-Specific Gamma Imaging Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>25</td>
<td>Asia-Pacific: Molecular Breast-Specific Gamma Imaging Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>26</td>
<td>Global Cone-Beam Computed Tomography Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>27</td>
<td>North America: Cone-Beam Computed Tomography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>28</td>
<td>Europe: Cone-Beam Computed Tomography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>29</td>
<td>Asia-Pacific: Cone-Beam Computed Tomography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>30</td>
<td>Global Positron Emission Mammography Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>32</td>
<td>Europe: Positron Emission Mammography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>34</td>
<td>Global Electric Impedance Tomography Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>36</td>
<td>Europe: Electric Impedance Tomography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>37</td>
<td>Asia-Pacific: Electric Impedance Tomography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>38</td>
<td>Global Non-Ionizing Breast Imaging Market Size</td>
<td>By Type</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>39</td>
<td>Global Breast Ultrasound Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>41</td>
<td>Europe: Breast Ultrasound Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>43</td>
<td>Global Breast MRI Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>44</td>
<td>North America: Breast MRI Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>45</td>
<td>Europe: Breast MRI Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>46</td>
<td>Asia-Pacific: Breast MRI Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>47</td>
<td>Global Automated Whole-Breast Ultrasound Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>49</td>
<td>Europe: Automated Whole-Breast Ultrasound Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>51</td>
<td>Global Breast Thermography Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>52</td>
<td>North America: Breast Thermography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>53</td>
<td>Europe: Breast Thermography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>54</td>
<td>Asia-Pacific: Breast Thermography Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>55</td>
<td>Global Optical Imaging Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>56</td>
<td>North America: Optical Imaging Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>57</td>
<td>Europe: Optical Imaging Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>58</td>
<td>Asia-Pacific: Optical Imaging Market Size</td>
<td>By Country</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
<tr>
<td>59</td>
<td>Breast Imaging Market Size</td>
<td>By Region</td>
<td>2014–2021</td>
<td>USD Million</td>
</tr>
</tbody>
</table>
Figure 12 Ionizing Breast Imaging Technologies Will Continue to Dominate the Global Breast Imaging Market in 2021
Figure 13 Asia-Pacific 3D Breast Tomosynthesis Market to Witness the Highest Growth Rate During the Forecast Period
Figure 14 Breast Ultrasound Segment Dominates the Non-Ionizing Breast Imaging Market in All Regions
Figure 15 Breast Imaging Market Segmentation
Figure 16 Breast Imaging Market: Drivers, Restraints, and Opportunities
Figure 17 Breast Imaging Market, By Type, 2016 vs. 2021
Figure 18 FFDM to Command the Largest Share of the Ionizing Breast Imaging Technologies Market in 2016
Figure 19 North America to Hold the Major Share of the FFDM Market in 2016
Figure 20 Asia-Pacific to Be the Fastest-Growing Region in the 3D Breast Tomosynthesis Market
Figure 21 AWBU: the Fastest-Growing Segment During the Forecast Period
Figure 22 Europe is Expected to Hold the Second-Largest Share of the Breast Ultrasound Market in 2016
Figure 23 Europe to Hold Second-Largest Share of the Automated Whole-Breast Ultrasound Market in 2016
Figure 24 Ionizing and Non-Ionizing Breast Imaging Technologies Market Share, By Country, 2016
Figure 25 North America: Breast Imaging Market Snapshot 2016 and 2021
Figure 26 U.S. Breast Density Notification Law, By State, 2015
Figure 27 Europe: Breast Imaging Market Snapshot 2016 and 2021
Figure 28 Asia-Pacific: Breast Imaging Market Snapshot, 2016 and 2021
Figure 29 RoW: Breast Imaging Market Snapshot, 2016 and 2021
Figure 30 Leading Market Players Adopted Product Launches, Upgrades, and Approvals as Their Key Growth Strategy From 2013 to 2016
Figure 31 Global Breast Imaging Market Share, By Key Player, 2015
Figure 32 Battle for Market Share: Product Launches, Upgrades, and Approvals—Key Growth Strategy Adopted By Players Between 2013 & 2016
Figure 33 Geographic Revenue Mix of the Leading Market Players
Figure 34 Hologic, Inc.: Company Snapshot
Figure 35 General Electric Company: Company Snapshot
Figure 36 Siemens AG: Company Snapshot
Figure 37 Koninklijke Philips N.V.: Company Snapshot
Figure 38 Fujifilm Holdings Corporation: Company Snapshot
Figure 39 Toshiba Corporation: Company Snapshot

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3734995/
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: Breast Imaging Market by Type (Ionizing Technologies (Mammography, Digital Mammography, 3D Mammography, MBI, PET-CT, CBCT, PEM), Non-ionizing Technologies (Breast MRI, Breast Ultrasound, AWBU, Breast Thermography, Optical Imaging)) - Forecast to 2021

Web Address: http://www.researchandmarkets.com/reports/3734995/
Office Code: SCBRJR6B

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

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

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr  Mrs  Dr  Miss  Ms  Prof
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: __________________________________________
Organisation: ______________________________________
Address: _______________________________________
City: _______________________________________
Postal / Zip Code: ____________________________
Country: ______________________________________
Phone Number: ____________________________
Fax Number: ____________________________

* 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:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World