South America Portable X Ray Devices Market - Growth, Trends And Forecasts (2015 - 2020)

Description: The Latin America market for Portable X-Ray Devices is valued at USD 211 million for the year 2015 and it is projected to reach USD 427 Million by the end of 2020 growing at a CAGR of around 15.1% from 2015 to 2020.

X-Ray is a form of electromagnetic radiation which is used to monitor the abnormalities in the body, especially bones. The need of point of care diagnostics has led to the invention of portable X-Ray devices. These devices can be used by military men and on sports field. It is very useful when the treatment has to be completed in a short duration of time. The devices can be folded in a small package whenever a need for transportation arises, and can be attached with the computer in the X-Ray lab and the images can be directly viewed on the monitor. The images can be directly sent to the physician in the form of a soft copy.

Increase in the geriatric population with mobility issues, rise in the awareness regarding portable devices, huge funding for R&D of portable technologies by private players and government bodies and increasing focus on preventive care are some of the factors enhancing the growth of the market. The portable devices help in the reduction of imaging costs by eliminating the use of x-ray films. On other hand, stringent FDA regulations and validating guidelines and high cost of portable x-ray devices are hindering the growth of the market.

The Latin America Portable X-Ray Devices Market is segmented on the basis of Technology (Analog X-Ray and Digital X-Ray), Applications (Dental X-Ray, Mammography, Chest X-Ray and Abdomen X-Ray), Type of Devices (Hand Held X-Ray Devices and Mobile X-Ray Devices) and Region (France, UK, Germany, Italy and Spain).

Many players in this market are trying to expand their product portfolio in order to top the global market. While few companies are entering into the market by acquisitions, top companies are expanding their growth in this market by acquiring other companies. Few companies adopted product innovation and new product launches as its key business strategy to ensure its dominance in this market. The Key players of this market are GE Healthcare, Philips Healthcare, Siemens, Fujifilm, Varian Medical, Toshiba, Shimadzu and Minxray.

Key Deliverables in the Study

1. Market analysis for the Latin America Portable X-Ray Devices Market, with region specific assessments and competition analysis on global and regional scales
2. Market definition along with the identification of key drivers and restraints
3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
4. Extensively researched competitive landscape section with profiles of major companies along with their market shares
5. Identification and analysis of the macro and micro factors that affect the Latin America Portable X-Ray Devices Market on both global and regional scales
6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
7. A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
8. Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped

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Contents:

- Introduction
- Study Deliverables
- Market Definition
- Sizing Units
- Base Currency
- Review and Forecast Period Years
- General Study Assumptions
- Research Methodology
- Introduction
- Analysis Methodology
- Econometric Forecast Model
- Research Assumptions
- Executive Summary
- Key Inferences
- Market Overview and Industry Trends
- Current Market Scenario
- Applications of Portable X-rays
- Technology Overview
- New Developments
- Industry Value-Chain Analysis
- Product Life-Cycle Analysis
- Product Benchmarking
- Investment Analysis
- Porter's Five Forces
- Bargaining Power of Suppliers
- Bargaining Power of Consumers
- Threat of New Entrants
- Threat of Substitute Products and Services
- Competitive Rivalry within the Industry
- Drivers, Restraints, Opportunities, and Challenges Analysis (DROC)
- Market Drivers
- Increase in the geriatric population with mobility issues
- Rise in the awareness regarding portable devices
- Huge funding for R&D of portable technologies by private players and government bodies
- Increasing focus on preventive care
- Reduction of imaging costs by eliminating the use of x-ray films
- Market Restraints
- Stringent FDA regulations
- High cost of portable x-ray devices
- Key Challenges
- Current Opportunities in the Market
- Market Segmentation
- By Technology
  - Analog X-Ray
  - Digital X-Ray
- By Applications
  - Dental X-Ray
  - Mammography
  - Chest X-Ray
  - Abdomen X-Ray
- By Devices type
  - Hand Held X-Ray Devices
  - Mobile X-Ray Devices
- By Geography
  - Latin America
  - Introduction
  - Argentina
  - Brazil
  - Others
- Competitive Landscape
- Merger and Acquisition Analysis
- Patent Analysis
- The Challengers
- Company Profiles
- GE Healthcare
- Philips Healthcare
- Siemens
- Fujifilm
- Varian Medical
- Toshiba
- Shimadzu
- Minxray
- Analyst Outlook for Investment Opportunities
- Future Outlook of the Market

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