South America MRI Market - Growth, Trends And Forecasts (2015 - 2020)

Description: The South American MRI systems market is expected to reach $611 million by 2020 growing at a CAGR of 6.5%. MRI being a very important diagnostic tool is used in all domains of medicine like cardiology, neurology and orthopedics. It is replacing older technologies like CT because of its better precision and is as safer tool as it does not use ionizing radiations. MRI is categories into 3 types based on equipment into Open system, closed system and straight or upright system. The open system MRI has a growing market demand as it is preferred over that currently common closed type as it does not enclose the patient and prevents the common symptom inpatients like claustrophobia.

South American countries like Argentina, Brazil and Chile have an emerging economy. The healthcare setup is improving and becoming more affordable making advanced diagnostic procedures like MRI more affordable. The awareness and importance of early diagnosis of diseases like cancer has increased increasing the demand for the Open MRI system, one of the more popular MRI procedures. The rise aging population and the increase in incidence of diseases are also drivers of the market. The MRI systems market can be segmented on the basis of structure (Open, Closed and Standing), resolution (low field, mid field and high field), applications (Neurological, Gastrointestinal, Cardiology and Oncology) and geographically (Brazil, Argentina and Rest of the South America). Some of the key players are GE, Hitachi Medical Corporation, Philips Healthcare, Siemens Healthcare and Toshiba Medical Systems.

Drivers:

Advanced healthcare facilities and advancements in technology drive the market. There is an increase in the aging population and incidence in diseases increasing the demand for advanced healthcare facilities like MRI.

Constraints:

Though the technology is considered safe, the numbers of accidents associated have been increasing as the magnetic field is dangerous when the patients have embedded devices such as pacemakers and cochlear implants. The South American economy is still developing so the affordability for advanced facilities is less.

What the report offers?

1) Market Definition for the specified topic along with identification of key drivers and restraints for the market.
2) Market analysis for the South American MRI Market in Healthcare Industry, with region specific assessments and competition analysis on a global and regional scale.
3) Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.
4) Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
5) Identification and analysis of the Macro and Micro factors that affect the South American MRI Market in Healthcare Industry on both global and regional scale.
6) A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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Contents:

- Introduction
- Study deliverables
- Market Definition
- Sizing Units
- Base Currency
- Review and Forecast period
- General Study Assumptions
- Research Methodology
- Introduction
- Analysis Methodology
- Econometric Forecast
- Research Assumptions
- Executive Summary
- Market Overview and Industry Trends
- Current Market Scenario
- MRI Equipment Overview
- New Developments
- Industry Value chain analysis
- Porter’s Five Forces
- Bargaining Power of Suppliers
- Bargaining Power of Consumers
- Threat to new entrants
- Threat to substitute products and services
- Competitive Rivalry within the industry
- Drivers, Restraints, Opportunities
- Market Drivers
- Increasing advancements in technology
- Increasing applications in clinical diagnosis boosting the market growth
- Increasing disease incidence
- Increase in number of accidents
- Market Restraints
- Lack of Skilled professionals
- Key Challenges
- Current Opportunities in the Market
- South America MRI market, by Type
- Open System
- Closed System
- South America MRI market, by Resolution
- Straight/ Upright
- Low- Field Scanner
- Mid-field Scanner
- High-Field Scanner
- South America MRI market, by Application
- Neurology
- Gastroenterology
- Cardiology
- Oncology
- South America MRI market, by Geography
- South America
- Brazil
- Argentina
- Rest of South America
- Competitive Landscape
- Merger and acquisition analysis
- New Product Launches
- Agreements, Collaborations and Partnships
- Key Vendor Analysis
- GE Healthcare
- Hitachi
- Philips Healthcare
- Siemens Healthcare
- Toshiba Medical Systems
- Analyst outlook for investment opportunities
- Future Outlook of the market
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