Electrosurgery Market by Product and Type of Surgery - Global Forecast to 2021

Description: Electrosurgery Market by Product (Generators, Instruments-Bipolar (Vessel Sealing, Forceps) & Monopolar (Pencils, Electrodes), Accessories, Argon & Smoke Management Systems), Type of Surgery (Orthopedic, Cosmetic, Gynecology) - Global Forecast to 2021

Factors such as technological advancements in electrosurgery devices, growing number of medical, aesthetic and plastic surgeries, rising demand for minimally invasive surgeries, and growing number of ambulatory surgery centers are driving the growth of this market. On the other hand, healthcare reforms in the U.S., frequent product recalls, and risks associated with electrosurgical procedures are some of the key factors limiting the growth of the global electrosurgery market.

On the basis of product, the electrosurgery market is categorized electrosurgical generators, electrosurgical instruments & accessories, and argon & smoke management systems. The electrosurgical instruments and accessories segment is estimated to account for the largest share in 2016. On the basis of the type of electrodes used in electrosurgery, the global electrosurgical instruments market has been further classified into two major categories, namely, monopolar instruments and bipolar instruments. Based on product, the global bipolar electrosurgical instruments market has been further divided into two subsegments, namely, advanced vessel sealing instruments and bipolar forceps.

Based on the type of surgery, the electrosurgery market is categorized into eight segments- general surgeries, gynecological surgeries, urological surgeries, orthopedic surgeries, cardiovascular surgeries, cosmetic surgeries, neurosurgeries, and other surgeries. The orthopedic surgeries and cosmetic surgeries segment is estimated to grow at the highest CAGR during the forecast period. The growth in the aging population and increasing incidence/prevalence of bone diseases such as osteoporosis, osteogenesis imperfecta, and osteonecrosis are the major factors driving the growth of the electrosurgical devices market for orthopedic surgeries.

On the basis of region, the electrosurgery market is segmented into North America, Europe, Asia-Pacific, and the Rest of the World. North America is expected to command the largest share of the global electrosurgery market in 2016, followed by Europe. The electrosurgery market in North America is primarily driven by the rising number of surgical procedures, technological advancements, growing demand for minimally invasive surgeries, increasing obesity levels, rising geriatric population, and strong presence of key players in the North American market.

The global electrosurgery market is highly competitive, with a large number of global and local players. In 2015, the global electrosurgery market was dominated by Covidien plc (Medtronic) (Ireland), Ethicon, Inc. (U.S.) (subsidiary of Johnson & Johnson (U.S.)), and Olympus Corporation (Japan). New product launches and geographical expansions were the major strategies adopted by market players to achieve growth in the electrosurgery market.

Research Coverage:

This report studies the electrosurgery market based on product and type of surgery. The report also studies factors (such as drivers, restraints, opportunities, and challenges) affecting market growth. It analyzes opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders.

Furthermore, the report analyzes micromarkets with respect to their individual growth trends, future prospects, and contributions to the total market. The report forecasts the revenue of the market segments with respect to four main regions.

Reasons to Buy the Report:

From an insights perspective, this research report has focused on various levels of analysis-industry trends, market share analysis of top ten players, and company profiles, which together comprise and discuss basic
views on the competitive landscape, emerging and high-growth segments of the electrosurgery market, and high-growth regions and countries 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 greater market shares. 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 product portfolios and services offered by the major players in the electrosurgery market. The report analyzes the electrosurgery market based on product, type of surgery, and region
- Product Development/Innovation: Detailed insights on the upcoming technologies, research and development activities, and new product launches in the electrosurgery market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various electrosurgery instruments across geographies
- Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the electrosurgery market
- Competitive Assessment: In-depth assessment of market shares, strategies, products and services, distribution networks, and manufacturing capabilities of leading players in the electrosurgery 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 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Research
         2.1.1.1 Key Data from Secondary Sources
      2.1.2 Primary Research
         2.1.2.1 Key Data from Primary Sources
         2.1.2.2 Breakdown of Primary Interviews
      2.2 Market Size Estimation
      2.3 Market Breakdown and Data Triangulation
      2.4 Assumptions for the Study

3 Executive Summary

4 Premium Insights
   4.1 Electrosurgery: Market Overview
   4.2 Electrosurgery Market Share, by Product & Region
   4.3 Electrosurgery Market Share, by Type of Surgery
   4.4 Electrosurgery Market Size, by Product
   4.5 Geographical Snapshot of the Electrosurgery Market

5 Market Overview
   5.1 Introduction
   5.2 Market Dynamics
      5.2.1 Drivers
         5.2.1.1 Technological Advancements in Electrosurgical Instruments
         5.2.1.2 Rising Number of Medical, Cosmetic, and Plastic Surgeries
         5.2.1.3 Increasing Demand for Minimally Invasive Surgeries
         5.2.1.4 Rising Number of Ambulatory Surgery Centers
         5.2.1.5 Growing Number of Age-Related Surgeries
      5.2.2 Restraints
5.2.2.1 Healthcare Reforms in the U.S.
5.2.2.2 Frequent Product Recalls
5.2.2.3 Risks Associated With Electrosurgical Procedures
5.2.3 Opportunities
5.2.3.1 Emerging Countries
5.2.3.2 Expected Increase in the Number of Bariatric Procedures Due to Growing Obesity Prevalence
5.2.4 Challenges
5.2.4.1 Increasing Pricing Pressure on Market Players
5.2.4.2 Stiff Competition Among Market Players

6 Industry Insights
6.1 Introduction
6.2 Value Chain Analysis
6.3 Industry Trends
6.3.1 High Focus of Market Players Towards Development of Advanced Vessel Sealing Instruments
6.3.2 Market Consolidation

7 Global Electrosurgery Market, by Product
7.1 Introduction
7.2 Electrosurgical Generators
7.3 Electrosurgical Instruments and Accessories
7.3.1 Electrosurgical Instruments
7.3.1.1 Bipolar Electrosurgical Instruments
7.3.1.1.1 Advanced Vessel Sealing Instruments
7.3.1.1.2 Bipolar Forceps
7.3.1.2 Monopolar Electrosurgical Instruments
7.3.1.2.1 Electrosurgical Pencils
7.3.1.2.2 Electrosurgical Electrodes
7.3.1.2.3 Suction Coagulators
7.3.1.2.4 Monopolar Forceps
7.3.2 Electrosurgical Accessories
7.3.2.1 Patient Return Electrodes
7.3.2.2 Cords, Cables, and Adapters
7.3.2.3 Others (Foot Switches, Carts, and Tip Cleaners)
7.4 Argon and Smoke Management Systems

8 Global Electrosurgery Market, by Type of Surgery
8.1 Introduction
8.1.1 General Surgery
8.1.2 Gynecological Surgery
8.1.3 Urologic Surgery
8.1.4 Orthopedic Surgery
8.1.5 Cardiovascular Surgery
8.1.6 Cosmetic Surgery
8.1.7 Neurosurgery
8.1.8 Other Surgeries

9 Electrosurgery Market, by Region
9.1 Introduction
9.1.1 North America
9.1.1.1 U.S.
9.1.1.2 Canada
9.2 Europe
9.2.1.1 Germany
9.2.1.2 France
9.2.1.3 U.K.
9.2.1.4 Italy
9.2.1.5 Rest of Europe
9.3 Asia-Pacific
9.3.1.1 Japan
9.3.1.2 China
9.3.1.3 India
9.3.1.4 Rest of Asia-Pacific
9.4 Rest of the World
9.4.1.1 Latin America
9.4.1.2 Middle East
9.4.1.3 Africa

10 Competitive Landscape
10.1 Overview
10.2 Market Share Analysis
10.3 Competitive Situation and Trends
10.3.1 Product Launches
10.3.2 Regulatory Approvals
10.3.3 Expansions
10.3.4 Agreements and Partnerships
10.3.5 Acquisitions
10.3.6 Other Developments

11 Company Profiles
11.1 Introduction
11.2 Medtronic Plc
11.3 Olympus Corporation
11.4 Conmed Corporation
11.5 B. Braun Melsungen AG
11.6 Johnson & Johnson
11.7 Bovie Medical Corporation
11.8 Erbe Elektromedizin Gmbh
11.9 Applied Medical Resources Corporation
11.10 Megadyne Medical Products, Inc.
11.11 Bowa-Electronic Gmbh & Co. Kg

List of Tables
Table 1 Global Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 2 Electrosurgical Generators Market Size, by Geography, 2014-2021 (USD Million)
Table 3 North America: Electrosurgical Generators Market Size, by Country, 2014-2021 (USD Million)
Table 4 Europe: Electrosurgical Generators Market Size, by Country, 2014-2021 (USD Million)
Table 5 Asia-Pacific: Electrosurgical Generators Market Size, by Country, 2014-2021 (USD Million)
Table 6 Global Electrosurgical Instruments and Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 7 Electrosurgical Instruments and Accessories Market Size, by Geography, 2014-2021 (USD Million)
Table 8 North America: Electrosurgical Instruments and Accessories Market Size, by Country, 2014-2021 (USD Million)
Table 9 Europe: Electrosurgical Instruments and Accessories Market Size, by Country, 2014-2021 (USD Million)
Table 10 Asia-Pacific: Electrosurgical Instruments and Accessories Market Size, by Country, 2014-2021 (USD Million)
Table 11 Global Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 12 Electrosurgical Instruments Market Size, by Geography, 2014-2021 (USD Million)
Table 13 Global Bipolar Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 14 Bipolar Electrosurgical Instruments Market Size, by Geography, 2014-2021 (USD Million)
Table 15 Advanced Vessel Sealing Instruments Market Size, by Geography, 2014-2021 (USD Million)
Table 16 Bipolar Forceps Market Size, by Geography, 2014-2021 (USD Million)
Table 17 Global Monopolar Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 18 Monopolar Electrosurgical Instruments Market Size, by Geography, 2014-2021 (USD Million)
Table 19 Electrosurgical Pencils Market Size, by Geography, 2014-2021 (USD Million)
Table 20 Electrosurgical Electrodes Market Size, by Geography, 2014-2021 (USD Million)
Table 21 Suction Coagulators Market Size, by Geography, 2014-2021 (USD Million)
Table 22 Monopolar Forceps Market Size, by Geography, 2014-2021 (USD Million)
Table 23 Global Electrosurgical Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 24 Electrosurgical Accessories Market Size, by Geography, 2014-2021 (USD Million)
Table 25 Patient Return Electrodes Market Size, by Geography, 2014-2021 (USD Million)
Table 26 Cords, Cables, and Adapters Market Size, by Geography, 2014-2021 (USD Million)
Table 27 Other Accessories Market Size, by Geography, 2014-2021 (USD Million)
Table 28 Argon and Smoke Management Systems Market Size, by Geography, 2014-2021 (USD Million)
Table 29 North America: Argon and Smoke Management Systems Market Size, by Country, 2014-2021 (USD Million)
Table 30 Europe: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 31 Asia-Pacific: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 32 Global Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 33 Electrosurgery Market Size for General Surgery, by Region, 2014-2021 (USD Million)
Table 34 Electrosurgery Market Size for Gynecological Surgery, by Region, 2014-2021 (USD Million)
Table 35 Electrosurgery Market Size for Urologic Surgery, by Region, 2014-2021 (USD Million)
Table 36 Electrosurgery Market Size for Orthopedic Surgery, by Region, 2014-2021 (USD Million)
Table 37 Electrosurgery Market Size for Cardiovascular Surgery, by Region, 2014-2021 (USD Million)
Table 38 Electrosurgery Market Size for Cosmetic Surgery, by Region, 2014-2021 (USD Million)
Table 39 Electrosurgery Market Size for Neurosurgery, by Region, 2014-2021 (USD Million)
Table 40 Electrosurgery Market Size for Other Surgeries, by Region, 2014-2021 (USD Million)
Table 41 Electrosurgery Market Size, by Region, 2014-2021 (USD Million)
Table 42 North America: Electrosurgery Market Size, by Country, 2014-2021 (USD Million)
Table 43 North America: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 44 North America: Electrosurgical Instruments and Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 45 North America: Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 46 North America: Bipolar Electrosurgical Instruments Market Size, by Type, 2016-2021 (USD Million)
Table 47 North America: Monopolar Electrosurgical Instruments Market Size, by Type, 2016-2021 (USD Million)
Table 48 North America: Electrosurgical Accessories Market Size, by Type, 2016-2021 (USD Million)
Table 49 North America: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 50 U.S.: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 51 U.S.: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 52 Canada: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 53 Canada: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 54 Europe: Electrosurgery Market Size, by Country, 2014-2021 (USD Million)
Table 55 Europe: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 56 Europe: Electrosurgical Instruments and Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 57 Europe: Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 58 Europe: Bipolar Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 59 Europe: Monopolar Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 60 Europe: Electrosurgical Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 61 Europe: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 62 Germany: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 63 Germany: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 64 France: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 65 France: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 67 U.K.: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 68 Italy: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 69 Italy: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 70 Rest of Europe: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 71 Rest of Europe: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 72 Asia-Pacific: Electrosurgery Market Size, by Country, 2014-2021 (USD Million)
Table 73 Asia-Pacific: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 74 Asia-Pacific: Electrosurgical Instruments and Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 75 Asia-Pacific: Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 76 Asia-Pacific: Bipolar Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 77 Asia-Pacific: Monopolar Electrosurgical Instruments Market Size, by Type, 2014-2021 (USD Million)
Table 78 Asia-Pacific: Electrosurgical Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 79 Asia-Pacific: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 80 Asia-Pacific: Electrosurgical Accessories Market Size, by Type, 2014-2021 (USD Million)
Table 81 Japan: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 82 Japan: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 83 China: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 84 China: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 85 India: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 86 India: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
Table 87 Rest of Asia-Pacific: Electrosurgery Market Size, by Type of Surgery, 2014-2021 (USD Million)
Table 88 Rest of Asia-Pacific: Electrosurgery Market Size, by Product, 2014-2021 (USD Million)
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