Ultrasound Market - Forecast to 2021

Description:
"Ultrasound Market by Technology (Diagnostic, Therapeutic, 2D, 3D/4D, HIFU), Display (B/W, Color), Portability (Cart, Compact, PoC), Application (Radiology, OB/GYN, Cardiac), End User (Hospitals, Academia, Ambulatory, Diagnostic Center) - Forecast to 2021"

The ultrasound market is expected to reach USD 6.86 billion by 2021 at a CAGR of 5.2% during 2016-2021. North America and Europe held the largest share of the market in 2016; however, the Asia-Pacific region is poised to be the fastest growing region during the next five years owing to factors such as rising incidence of chronic and infectious diseases, increase in awareness related to advanced diagnostic and therapeutic ultrasound, and continuously rising healthcare expenditure.

Market growth in the global market is mainly driven by factors such as technological advancements in ultrasound devices; prevalence of targeted diseases; preference for minimally invasive procedures; growing public-private investments, funding, & grants; rising and birth rate/fertility rate especially among emerging countries. In addition, emerging markets (such as China and India) are offering new growth opportunities for ultrasound market players.

The ultrasound market is fairly competitive, with a large number of global and local manufacturers of ultrasound products. General Electric Company (U.S.), Koninklijke Philips N.V. (Netherlands), and Toshiba Corporation (Japan) were the top three players in the market in 2015. Product launches, approvals, & product enhancements; agreements, partnerships, & collaborations; and geographic expansions were the major strategies adopted by most of the market players to achieve growth in the market during 2013-2016.

Report Objective:

This report studies the ultrasound market based on technology, device display, device portability, application, and end user.

The report also studies, the factors (such as drivers, restraints, opportunities, and challenges) which affect the market growth in a positive and negative manner. It analyzes opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders. Furthermore, the ultrasound market report analyzes the micromarkets with respect to their individual growth trends, prospects, and contributions to the ultrasound market.

Contents:
1 Introduction
   1.1 Objectives of the Study
2 Market Definition
3 Market Scope
   3.1 Markets Covered
   3.2 Geographic Scope
4 Years Considered for the Study
5 Currency
6 Limitations
7 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 Key Data From Primary Sources
   2.1.2.2 Breakdown of Primaries
   2.2 Opportunity Indicators
   2.2.1 Introduction
   2.2.2 Demand-Side Analysis
2.2.2.1 Rapid Growth of Aging Population
2.2.2.2 Increasing Incidence of Cancer
2.2.2.3 Burden of Cardiovascular Diseases (CVDS)
2.2.2.4 Birth Rate/Number of Pregnancies
2.2.2.5 Healthcare Expenditure Patterns
2.3 Market Estimation Methodology
2.3.1 Bottom-Up Approach
2.3.2 Top-Down Approach
2.4 Market Breakdown and Data Triangulation
2.5 Research Assumptions
2.5.1 Assumptions

3 Executive Summary
3.1 Introduction
3.2 Current Market Scenario
3.3 Conclusion

4 Premium Insights
4.1 Ultrasound: Market Overview
4.2 Global Market Size, By Technology, 2016-2021, (USD Million)
4.3 Regional Analysis: Market Size, By Application, 2016 vs 2021 (USD Million)
4.4 Regional Analysis: Market Size, By End User, 2016 vs 2021 (USD Million)
4.5 Global Ultrasound Market, By Country (2016-2021)

5 Market Overview
5.1 Introduction
5.2 Technological Evolution
5.3 Market Dynamics
5.3.1 Major Market Drivers
5.3.1.1 Technological Advancements
5.3.1.2 Increasing Global Prevalence of Targeted Diseases
5.3.1.3 Rising Patient Preference for Minimally Invasive Procedures
5.3.1.4 Growing Public and Private Investments, Funding, and Grants
5.3.1.5 Increasing Birth Rates Especially Emerging Countries
5.3.2 Major Market Restraints
5.3.2.1 Dearth of Skilled and Well-Trained Sonographers
5.3.2.2 Stringent Government Regulations
5.3.3 Key Growth Opportunities
5.3.3.1 Expanding Application Horizon of Ultrasound
5.3.3.2 Emerging Markets
5.3.4 Major Market Challenges
5.3.4.1 Growing End-User Preference for Refurbished Equipment

6 Industry Insights
6.1 Introduction
6.2 Value Chain Analysis
6.3 Supply Chain Analysis
6.3.1 Major Stakeholders
6.3.2 Key Influencers
6.4 Industry Trends
6.4.1 Device Miniaturization and Digitalization
6.4.2 Emergence of Point-Of-Care Ultrasound
6.4.3 Development of Application-Specific Ultrasound Devices
6.5 Porter's Five Forces Analysis
6.5.1 Threat of New Entrants
6.5.2 Threat of Substitutes
6.5.3 Bargaining Power of Suppliers
6.5.4 Bargaining Power of Buyers
6.5.5 Intensity of Competitive Rivalry
6.6 Pricing Trend Analysis
6.6.1 North America
6.6.2 Europe
6.6.3 Asia-Pacific
6.6.4 Rest of the World

7 Ultrasound Market, By Technology
  7.1 Introduction
  7.2 Diagnostic Ultrasound
    7.2.1 2D Ultrasound
    7.2.2 3D and 4D Ultrasound
    7.2.3 Doppler Ultrasound
  7.3 Therapeutic Ultrasound
    7.3.1 High-Intensity Focused Ultrasound (HIFU)
    7.3.2 Extracorporeal Shockwave Lithotripsy (ESWL)

8 Ultrasound Market, By Device Display
  8.1 Introduction
  8.2 Color Ultrasound Devices
  8.3 Black and White (B/W) Ultrasound Devices

9 Ultrasound Market, By Device Portability
  9.1 Introduction
  9.2 Trolley/Cart-Based Ultrasound Devices
  9.3 Compact/Handheld Ultrasound Devices
    9.3.1 Point-Of-Care (POC) Ultrasound Devices

10 Ultrasound Market, By Application
  10.1 Introduction
  10.2 Radiology/General Imaging Applications
  10.3 Obstetrics/Gynecology Applications
  10.4 Cardiology Applications
  10.5 Urology Applications
  10.6 Vascular Applications
  10.7 Other Applications

11 Ultrasound Market, By End User
  11.1 Introduction
  11.2 Hospitals and Diagnostic & Surgical Centers
  11.3 Maternity Centers
  11.4 Ambulatory Care Centers
  11.5 Research and Academic Institutes
  11.6 Other End Users

12 Ultrasound Market, By Region
  12.1 Introduction
  12.2 North America
    12.2.1 U.S.
    12.2.2 Canada
  12.3 Europe
    12.3.1 Germany
    12.3.2 U.K.
    12.3.3 France
    12.3.4 Rest of Europe
  12.4 Asia-Pacific
    12.4.1 Japan
    12.4.2 China
    12.4.3 India
    12.4.4 Rest of Asia-Pacific
  12.5 Rest of the World

13 Competitive Landscape
  13.1 Overview
  13.2 Market Share Analysis
  13.3 Competitive Scenario
    13.3.1 Strategic Benchmarking
  13.4 Recent Developments
13.4.1 Product Launches, Approvals, and Enhancements
13.4.2 Agreements, Partnerships, and Collaborations
13.4.3 Geographic Expansions
13.4.4 Mergers & Acquisitions
13.4.5 Other Developments

14 Company Profiles
(Overview, Products and Services, Financials, Strategy & Development) -
14.1 Introduction
14.2 General Electric Company
14.3 Koninklijke Philips N.V.
14.4 Toshiba Corporation
14.5 Siemens AG
14.6 Hitachi Ltd.
14.7 Fujifilm Holdings Corporation
14.8 Samsung Electronics Co. Ltd.
14.9 Mindray Medical International Ltd.
14.10 Analogic Corporation
14.11 Esaote S.P.A.
14.12 Shimadzu Corporation

- Details on Overview, Products and Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

15 Appendix
15.1 Discussion Guide

List of Tables

Table 1 Global Ultrasound Market Size, By Technology, 2014-2021 (USD Million)
Table 2 Global Diagnostic Ultrasound Technology Market Size, By Type, 2014-2021 (USD Million)
Table 3 Global Diagnostic Ultrasound Technology Market Size, By Region, 2014-2021 (USD Million)
Table 4 2D Diagnostic Ultrasound Technology Market Size, By Region, 2014-2021 (USD Million)
Table 5 3D/4D Diagnostic Ultrasound Technology Market Size, By Region, 2014-2021 (USD Million)
Table 6 Doppler Diagnostic Ultrasound Technology Market Size, By Region, 2014-2021 (USD Million)
Table 7 Global Therapeutic Ultrasound Technology Market Size, By Type, 2014-2021 (USD Million)
Table 8 Global Therapeutic Ultrasound Technology Market Size, By Region, 2014-2021 (USD Million)
Table 9 Therapeutic Ultrasound Technology Market Size for HIFU, By Region, 2014-2021 (USD Million)
Table 10 Therapeutic Ultrasound Technology Market Size for ESWL, By Region, 2014-2021 (USD Million)
Table 11 Global Ultrasound Market Size, By Type of Device Display, 2014-2021 (USD Million)
Table 12 Global Ultrasound Market Size, By Type of Device Display, 2014-2021 (Units)
Table 13 Global Color Ultrasound Devices Market Size, By Region, 2014-2021 (USD Million)
Table 14 Global Color Ultrasound Devices Market Size, By Region, 2014-2021 (Units)
Table 15 Global B/W Ultrasound Devices Market Size, By Region, 2014-2021 (USD Million)
Table 16 Global B/W Ultrasound Devices Market Size, By Region, 2014-2021 (Units)
Table 17 Global Ultrasound Market Size, By Device Portability, 2014-2021 (USD Million)
Table 18 Global Ultrasound Market Size, By Device Portability, 2014-2021 (Units)
Table 19 Trolley/Cart-Based Ultrasound Devices Market Size, By Region, 2014-2021 (USD Million)
Table 20 Trolley/Cart-Based Ultrasound Devices Market Size, By Region, 2014-2021 (Units)
Table 21 Compact/Handheld Ultrasound Devices Market Size, By Region, 2014-2021 (USD Million)
Table 22 Compact/Handheld Ultrasound Devices Market Size, By Region, 2014-2021 (Units)
Table 23 POC Ultrasound Devices Market Size, By Region, 2014-2021 (USD Million)
Table 24 Global Ultrasound Market Size, By Application, 2014-2021 (USD Million)
Table 25 Ultrasound Market Size for Radiology/General Imaging Applications, By Region, 2014-2021 (USD Million)
Table 26 Ultrasound Market Size forOb/Gyn Applications, By Region, 2014-2021 (USD Million)
Table 27 Ultrasound Market Size forCardiac Applications, By Region, 2014-2021 (USD Million)
Table 28 Ultrasound Market Size forUrological Applications, By Region, 2014-2021 (USD Million)
Table 29 Ultrasound Market Size forVascular Applications, By Region, 2014-2021 (USD Million)
Table 30 Ultrasound Market Size for Other Applications, By Region, 2014-2021 (USD Million)
Table 31 Global Ultrasound Market Size, By End User, 2014-2021 (USD Million)
Table 32 Ultrasound Market Size for Hospitals and Diagnostic & Surgical Centers, By Region, 2014-2021 (USD Million)
Table 33 Ultrasound Market Size for Maternity Centers, By Region, 2014-2021 (USD Million)
Table 34 Ultrasound Market Size for Ambulatory Care Centers, By Region, 2014-2021 (USD Million)
Table 35 Ultrasound Market Size for Research and Academic Institutes, By Region, 2014-2021 (USD Million)
Table 36 Ultrasound Market Size for Other End Users, By Region, 2014-2021 (USD Million)
Table 37 Ultrasound Market Size, By Region, 2014-2021 (USD Million)
Table 38 North America: Ultrasound Market Size, By Country, 2014-2021 (USD Million)
Table 39 North America: Ultrasound Market Size, By Technology, 2014-2021 (USD Million)
Table 40 North America: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 41 North America: Ultrasound Market Size, By Device Portability, 2014-2021 (USD Million)
Table 42 North America: Ultrasound Market Size, By Application, 2014-2021 (USD Million)
Table 43 North America: Ultrasound Market Size, By End User, 2014-2021 (USD Million)
Table 44 U.S.: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 45 Canada: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 46 Europe: Ultrasound Market Size, By Region, 2014-2021 (USD Million)
Table 47 Europe: Ultrasound Market Size, By Technology, 2014-2021 (USD Million)
Table 48 Europe: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 49 Europe: Ultrasound Market Size, By Device Portability, 2014-2021 (USD Million)
Table 50 Europe: Ultrasound Market Size, By Application, 2014-2021 (USD Million)
Table 51 Europe: Ultrasound Market Size, By End User, 2014-2021 (USD Million)
Table 52 Germany: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 53 U.K.: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 54 France: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 55 Rest of Europe: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Ultrasound Market Size, By Region, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Ultrasound Market Size, By Technology, 2014-2021 (USD Million)
Table 58 Asia-Pacific: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 59 Asia-Pacific: Ultrasound Market Size, By Device Portability, 2014-2021 (USD Million)
Table 60 Asia-Pacific: Ultrasound Market Size, By Application, 2014-2021 (USD Million)
Table 61 Asia-Pacific: Ultrasound Market Size, By End User, 2014-2021 (USD Million)
Table 62 Japan: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 63 China: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 64 India: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 65 Rest of Asia-Pacific: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 66 RoW: Ultrasound Market Size, By Technology, 2014-2021 (USD Million)
Table 67 RoW: Ultrasound Market Size, By Device Display, 2014-2021 (USD Million)
Table 68 RoW: Ultrasound Market Size, By Device Portability, 2014-2021 (USD Million)
Table 69 RoW: Ultrasound Market Size, By Application, 2014-2021 (USD Million)
Table 70 RoW: Ultrasound Market Size, By End User, 2014-2021 (USD Million)
Table 71 Product Launches, Approvals, and Enhancements (2013-2016)
Table 72 Agreements, Partnerships, and Collaborations (2013-2016)
Table 73 Geographical Expansions (2013-2016)
Table 74 Mergers & Acquisitions (2013-2016)
Table 75 Other Developments (2013-2016)

List of Figures

Figure 1 Research Design
Figure 2 Increase in Aging Population, By Country (2010 vs 2015)
Figure 3 Percentage Increase in Aging Population, By Region (1980-2010 vs 2010-2040)
Figure 4 Global Burden of Cancer, By Region (2005-2030)
Figure 5 Number of New Cancer Cases, By Country (2012 vs 2020)
Figure 6 Increasing Incidences of Various Cancers, By Site, 2008-2020
Figure 7 Cardiovascular Diseases Burden, By Region (2005-2030)
Figure 8 Annual Birth Rate in Developed and Developing Nations (2014)
Figure 9 Healthcare Spending Matrix, By Country (2015)
Figure 10 Bottom-Up Approach
Figure 11 Top-Down Approach
Figure 12 Data Triangulation
Figure 13 Assumptions of the Research Study
Figure 14 Ultrasound Market Size, By Technology, 2016 vs 2021 (USD Million)
Figure 15 Ultrasound Market Size, By Device Display, 2016 vs 2021 (USD Million)
Figure 16 Ultrasound Market Size, By Device Portability, 2016 vs 2021 (USD Million)
Figure 17 Ultrasound Market Size, By Application, 2016 vs 2021 (USD Million)
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