

MARKET REPORT



Ablation Technologies Market by Product (Radiofrequency, Ultrasound (ESWL, HIFU), Laser, Electrical (Argon Plasma, IRE), Cryotherapy, Microwave, Hydrothermal) & Application (Cardiovascular, Cancer, Pain Management, Orthopedics) - Global Forecasts to 2021

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Ablation Technologies Market by Product (Radiofrequency, Ultrasound (ESWL, HIFU), Laser, Electrical (Argon Plasma, IRE), Cryotherapy, Microwave, Hydrothermal) & Application (Cardiovascular, Cancer, Pain Management, Orthopedics) - Global Forecasts to 2021

The global ablation technologies market is expected to reach USD 4.73 billion by 2021 at a CAGR of 10.9% from 2016 to 2021. The growth of the market is driven by factors such as the increasing number of ablation procedures, rising incidence of cancer, growing prevalence of cardiovascular diseases, and the emergence of next-generation ablation products and technologies. However, product recalls and therapeutic challenges of the ablation devices are problems faced by market players in the market. Increasing funding for the development of novel ablation devices and emerging markets such as China, India, and Mexico are creating opportunities for the players involved in the market.

In this report, the market has been segmented on the basis of product (light/laser ablaters, radiofrequency ablaters, electrical ablaters, ultrasound ablaters, microwave ablaters, cryoablation devices, and hydrothermal ablaters), type (light/laser, radiofrequency, electrical, ultrasound, microwave, cryoablation, and hydrothermal), application (cancer, cardiovascular, gynecological, ophthalmological, urological, orthopedic, pain management, and cosmetic surgery), and region (North America, Europe, APAC, and the RoW).

The radiofrequency ablaters market is estimated to account for the largest share of the market in 2016, followed by the light/laser ablaters market. Use of RF ablaters in primary interventional therapy for the treatment of many cardiac arrhythmias is a key factor driving the segment. Better temperature control by RF ablaters as compared to other ablation products (such as electrical and microwave ablaters) and clinical advantages offered by temperature-controlled RF ablaters over traditional ablation approaches are further supporting the growth of this segment.

Geographically, North America (comprising the U.S. and Canada) is expected to command the largest share of the market in 2016, followed by Europe. The market in North America is primarily driven by various factors including the presence of a large number of ablation product manufacturers, a significant rate of adoption of ablation treatment, large patient population base, and continuously rising prevalence of chronic disorders such as cancer and heart diseases (especially atrial fibrillation).

The market consists of a number of big, medium-sized, and small companies. In 2015, the market was dominated by Medtronic, plc (Ireland), Biosense Webster, Inc. (U.S.), St. Jude Medical, Inc. (U.S.), and Boston Scientific Corporation (U.S.). Product launches, mergers & acquisitions, geographical expansions, agreements, and joint ventures are the major strategies adopted by most of the market players to achieve growth in the market.

Research Coverage

This report studies the ablation technologies market based on type, product, and application. 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, 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:

This research report focuses on various levels of analysis—industry trends, market ranking of top players, and company profiles—which together discuss basic views on the competitive landscape, emerging and high-growth segments of the ablation technologies 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 a combination of the below-mentioned five strategies for strengthening its market shares.

The report provides insights on the following pointers:

- **Market Penetration:** Comprehensive information on products and services offered by major players in the ablation technologies market. The report analyzes the market based on type, product, application, and region
- **Product Development/Innovation:** Detailed insights on upcoming technologies, R&D activities, and product launches in the ablation technologies market
- **Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various ablation technologies products across geographies
- **Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the ablation technologies market
- **Competitive Assessment:** In-depth assessment of market shares, strategies, products & services, distribution networks, and manufacturing capabilities of leading players in the ablation technologies market

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