Global contrast media market research report by type (Intravenous Contrast Materials, Iodine-based), by procedure (X-ray, computed tomography, Magnetic Resonance Imaging, ultrasound), by application (cardiovascular disorders, oncology, nephrological disorders), by route of administration (Rectal, Oral, Injectable) - Forecast till 2023

Market Scenario:
Contrast media is a substances which is used to enhance the contrast of fluids in the body during medical imaging. It is basically used to enhance the visibility of blood vessels and GI tract. Global contrast media market is growing continuously due to increasing prevalence of different diseases like GIT diseases and cardiac diseases, increasing cancer population are the major factor for the growth of the market. Introduction of innovative techniques and development in medical imaging techniques has provided fuel for the growth of the market. While risk of side effects and adverse effects of the contrast media may hinder the growth of the market.

Global contrast media market is expected to grow at a CAGR of 6.3 % during forecasted period 2017-2023.

Study objectives global contrast media research report
- Complete analysis of the parent market.
- Detail overview of various driver and restrains of the market.
- Present, past and projected size of the market from standpoints of value and volume.
- Detail overview of key players and their current market share and strategy.
- SWOT analysis of major segments of the market.
- Porter’s five forces framework incorporating the factors influencing each force to determine the intensity of competition
- Segment and sub-segment level analysis of the market over the forecast period
- Identification of key factors responsible for changing the market scenario, exploiting new opportunities and gaining competitive edge

Intended Audience
- Contrast media manufacturers, suppliers, and providers.
- Biotechnology Companies
- Research and Development (R&D) Companies
- Government Research Laboratories
- Medical Research Institutes
Key players for global contrast media market
GE Healthcare (US), Daiich (Japan), Bayer Healthcare Pharmaceuticals (Germany), AMAG Pharmaceuticals (US), NanoScan Imaging (US), Medrad Inc (US), Targeson (US), Guerbet (Japan), Bracco Diagnostic Inc. (Italy), Guerbet Group (France), Covidien (Ireland), Lantheus Medical Imaging (U.S.), Bracco Imaging S.p.A. (Italy), Subhra Pharma Private Limited (India), nanoPET Pharma GmbH (Germany), CMC Contrast AB (Sweden), Mallinckrodt Pharmaceuticals (UK)

Segmentation
Global contrast media market is segmented on the basis of type into intravenous contrast materials, iodine-based and other. On the basis of procedures they are segmented into X-ray, computed tomography, magnetic resonance imaging, ultrasound and other. On the basis of application they are cardiovascular disorders, oncology, nephrological disorders and by route of administration they are rectal, oral, injectable and other.

Regional Analysis
On regional basis, contrast media market is dominated by North America which is followed by Europe. Presence of major players in North America and Europe and increasing prevalence of GI disease are the major factor for the growth of the market in this region. Asia Pacific is the third largest market and the fastest growing contrast media market. Rising awareness regarding product benefits among consumers and a huge population base in this region is the major factor for the growth of the market.

Market Assessment
The report for global contrast media market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.

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