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The Mammography equipment market in India is an emerging market that has tremendous scope to grow. The Indian mammogram equipment market is an emerging market. Currently, breast cancer is ranked as the second most important cancer after cervix-uteri according to World Health statistics. Breast cancer accounts for 23% of all cancer cases of the world. In 2015, it has been estimated that about 0.25 million women will be diagnosed with breast cancer in India.

<http://www.bharatbook.com/market-research-reports/medical-devices-market-research-report/mammography-equipment-market-in-india-2012.html>

The report begins with the introduction section that deals with the characteristic features of a mammogram with its product variation. It provides a detailed study of the major differences of the mammogram product variation. The section has also focused on the gradual developments that have taken place in the mammogram industry. The Market Overview section has highlighted the current market scenario with the future expected growth rate of the equipment market till the year 2016. This section also provides market segmentation in 2011.

The report provides the driving factors that are encouraging the equipment market among which the surging breast cancer cases find a prominent position. The ever growing healthcare industry, growing expenditure on healthcare by the Indian government, prescribed regular monitoring by doctors under specific conditions related to age, family history and other medical background. In addition to these factors another significant factor is the improvement of awareness level regarding early breast cancer detection. The drivers and analysis of the same is provided that are factors which are driving forth the market for the diagnosis equipment. A number of driving factors are acting as catalysts for the high growth of the industry. A detailed analysis of the drivers has been included in the next section. The key challenges include inadequacy of mammogram in terms of correct cancer detection, refurbished market, lack of technical manpower and disparity in awareness level by region.

As, the number of breast cancer patients is increasing in the country, the Government is taking various steps to enable smooth growth of the equipment market. The Government initiatives section highlights the different relaxations in terms of duties for the equipment market to flourish, rampant programmes related to Telemedicine to reach healthcare facilities in remote corners of the country along with self initiated as well as PPP projects to curb breast cancer deaths. Such programmes help to add to the demand for the equipment in the market.

Industry Analysis

For more information kindly visit :

Mammography Equipment Market in India 2012

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