Image-Guided, Robot-Assisted Surgery Markets In Western Europe Set For Strong Expansion

Image-guided and robot-assisted surgeries have made successful inroads into the western European market. The significant cost and clinical benefits offered by such advanced surgical systems has been key to boosting their adoption rates.

New analysis from Frost & Sullivan (http://www.medtech.frost.com [1]), Image-guided and Robot-assisted Surgery Markets in Western Europe, estimates the market to reach $1,697.5 million in 2018. The research covers surgical imaging systems, surgical navigation systems and robotic surgery.

"While image-guided surgery is well-established, robot-assisted surgery has been slow to gain acceptance in Western Europe owing to large initial investments and lower reimbursement values," notes Frost & Sullivan Healthcare Industry Analyst Beulah Devadason . "Nevertheless, the relative reduction in the length of hospital stay, and better surgical outcomes as demonstrated by several clinical studies, continue to motivate hospital authorities to adopt both systems."

Marketing efforts have focused on improving awareness about the advantages of image-guided and robot-assisted surgical systems. This is translating into higher revenues and overall market growth. However, spending cuts across the EU healthcare sector remain a major cause for concern. Budget conscious hospitals have higher expectations when spending on expensive equipment and manufacturer-specific consumables.

"Market participants must demonstrate cost-effectiveness and improved clinical outcomes of their product offerings in order to fuel greater uptake," advises Devadason. "Rigorous marketing drives in the European region will further enhance the existing growth trend in procedure volumes, positively impacting sales of image-guided and robot-assisted surgery in the coming years."

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