

MEDICAL DEVICE MANUFACTURERS ASSOCIATION



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GE, Siemens, Hologic Lead European Digital Breast Imaging/Mammography and OB/GYN Ultrasound in \$900 Million Women's Health Market

European Transcervical Female Sterilization Market Sees Double-Digit Growth

VANCOUVER, July 12, 2011 /PRNewswire/ - According to a new report by iData Research (www.idataresearch.net), the leading global authority in medical device and pharmaceutical market research, the European women's health market is valued at over \$917 million, and is estimated to grow to \$1.1 billion by 2017 due to recovery of the digital breast imaging, OB/GYN ultrasound imaging and female sterilization segments. Implementation of national breast screening programs by European health authorities is expected to counteract the negative effects of the global economic crisis, resulting in double-digit growth of the European digital mammography market by 2017.

"Many European countries are implementing national breast screening programs and converting to digital mammography, stimulating growth in this market," says Dr. Kamran Zamanian, CEO of iData. "In addition, new technologies such as tomosynthesis from GE, Siemens, Hologic will fuel unit sales and pushing up prices."

The report states that in 2010, the OB/GYN ultrasound accounted for more than one-quarter of the total European women's health market and will continue to grow due to technological advances from GE, Siemens and Philips such as 3D/4D real-time imaging. These new systems allow for easier detection of fetal abnormalities and high-risk pregnancies.

In addition, the European transcervical female sterilization market is expected to grow at double-digit rates through 2017. France represented the majority of this market followed by Spain due to their positive reimbursement policies. Transcervical devices were not reimbursed or only partially reimbursed in many other European countries, which is the greatest barrier to movement in this market. Tremendous growth is expected as more countries approve this device for reimbursement such as Germany, which currently offers no reimbursement.

iData's 3-report series on the U.S., European and Asia-Pacific "Markets for Women's Health Devices 2011" also includes bone-densitometry, breast-biopsy, fetal/neonatal monitoring, assisted-reproduction, global-endometrial ablation, endometrial resection, uterine fibroid embolization, hysteroscopes, colposcopes, urinary-incontinence, pelvic-floor electrical stimulation and repair, fluid-management, infant warmers/incubators, gynecological chairs.

For more information, register free on iData's website at:
<http://www.idataresearch.net/idata/registration.php>

About iData Research

iData Research (www.idataresearch.net/idata/discoveridata.php) is an international market research and consulting group focused on providing market intelligence for medical device and pharmaceutical companies. iData covers research in: women's health, urology, endoscopy and more.

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