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Hologic, GE and Naviscan Lead Breast Imaging and Digital Mammography in \$2.3 Billion Women's Health Market

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VANCOUVER, March 15, 2011 /PRNewswire via COMTEX/ -- Female Sterilization, Pelvic-Floor-Reconstruction Segments see Double-Digit Growth According to a new report by iData Research (www.idataresearch.net), the leading authority in medical device and pharmaceutical market research, the U.S. breast imaging and mammography markets are expected to recover from the economic recession and almost double in value by 2017, reaching over \$1 billion. Growth will be driven by the replacement of older analog mammography equipment by new technologies such as digital radiography, breast-specific gamma imaging (BSGI), positron emission mammography (PEM) and ultrasound equipment. Adoption of these technologies will drive the overall women's health market.

Hologic and GE lead the overall women's health market due to sales of digital radiography equipment, which allow mammography images to be stored and distributed electronically to different specialists.

"Digital mammography systems are more accurate, rapid and easier-to-use than traditional analog systems," says Dr. Kamran Zamanian, CEO of iData. "The majority of analog units used in 2010 are expected to be replaced by 2017. As well, the development of BSGI, by Dilon Technologies and Gamma Medical, and PEM by Naviscan has created new markets for breast scans. These technologies will experience rapid growth as they may be used for patients who cannot receive a breast MRI, and are less expensive than MRI systems." In addition, the female sterilization market will see double-digit growth due to the adoption of transcervical sterilization, a non-surgical procedure that can be performed in a physician's office. Transcervical sterilization will account for almost 99% of the female sterilization market by 2017 with Conceptus and Hologic competing in this lucrative segment.

Pelvic-floor-repair kits are also expected to see steady growth as they are the only non-surgical treatment for pelvic organ prolapse. American Medical Systems, Boston Scientific and Bard offer competing kits in this market.

iData's 3-report series on the U.S., European and Asia-Pacific "Markets for Women's Health Devices 2011" includes the latest data, market analyses and competitor profiles for over 56 market segments.

For more information, register free on iData's website at:

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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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