

FOR IMMEDIATE RELEASE

Increasing medical centers driving the ultrasound scanner market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches its Ultrasound Scanner Industry India Report 2011 covering one of the emerging markets in India with strong growth prospects . It is a part of Netscribes' Healthcare Series reports.

Mumbai, India – September 15, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report – Ultrasound Scanner Market – India. The Indian ultrasound market is growing steadily owing to the better quality images resulting from the improved technologies. The market is segmented into black & white models and color dopplers with the latter dominating the market. The increased usage of color dopplers is acting as a threat to the black & white segment. Color dopplers are however priced much higher than black & white systems which have been traditionally present in the market. Due to the growing base of target consumers, the market provides huge potential to players to grow and serve the market lucratively.

The report provides a snapshot of the ultrasound scanner market. It begins with the introduction section which offers a brief description of the segments in the market. The market overview section provides an insight into the market and highlights the market size and growth. It also provides details of the share of the different segments in the market. Import and export figures for ultrasound scanners, both in terms of volume and value have been provided in the next section. It also includes the regional break-up of the imports and exports.

An analysis of the drivers explains the factors leading to the growth of the market which include increasing number of medical centers, use of ultrasound in surgeries, increased use in cardiology, schemes for pregnant women, changing demographics and introduction of mobile units. Some of the major challenges to the market are increased competition, lack of awareness and Prenatal Diagnostic Tests Act. There are various technological trends taking place in the market which include fusion imaging, four-dimensional imaging, elastography and miniaturization

The competition section highlights the features of the major players operating in the market. It includes a brief profile of the major domestic and foreign players in the market along with their financials.

A section providing strategic recommendations has been given at the end of the report which gives effective solutions to existing and potential for improving market share and increasing profitability.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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