Global Ostomy CareMarket: Trends & Opportunities (2012-2017)]

Daedal Research

The report titled “Global Ostomy Care Market: Trends & Opportunities (2012-2017)” provides an in-depth analysis of the global ostomy market with discussion on types of ostomy and associated surgical procedures. The report assesses the key opportunities in the ostomy bags and accessories market and also outlines the factors that are and will be driving the growth of the industry. Further, key players of the industry like Coloplast, Convatec, Hollister and Covidien are analzyed in the report. The report provides future growth of the industry taking into consideration the previous growth patterns, the growth drivers, the current and future trends , based on the following segmentation.

Geographic Coverage

US

Europe

Segment Coverage

Ostomy Bags, Accessories

Company Coverage

Coloplast

Convatec

Hollister

Covidien

Executive Summary

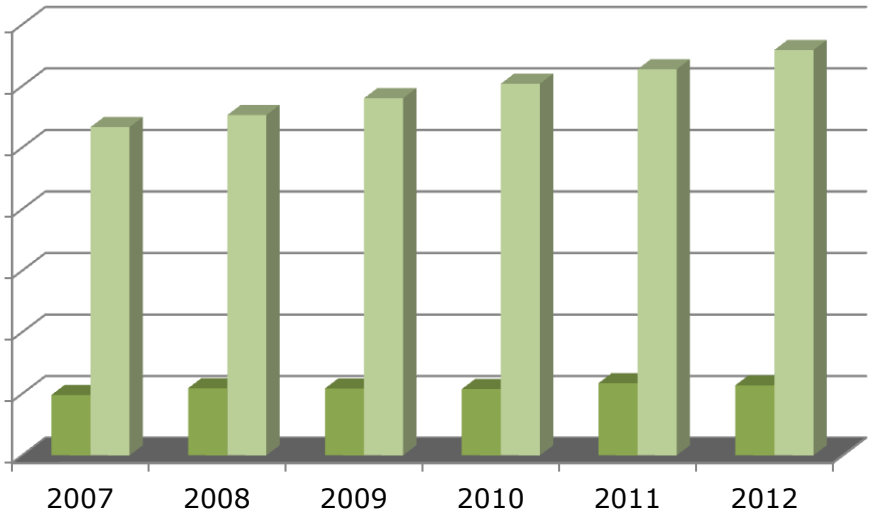
Ostomy refers to surgically created opening on the body connecting internal organ to the surface of the body. Depending on the organ on which surgery is done, ostomy can be broadly divided into three types - Colostomy, Ileostomy and Urostomy. Ostomy Care market consists of ostomy products such as Ostomy Bags/Pouches and ostomy accessories such as Deodorants, Irrigation Products, and Skin Barriers/Care Products. Ostomy pouching system (also called a bag) is a medical device prosthetic that provides means for the collection of waste from a surgically diverted biological system (colon, ileum, urinary) and the creation of a stoma. The selection of pouching systems varies greatly between individuals and is often based on personal preferences.

Regionally, U.S. and Europe are the biggest markets for ostomy with majority of market players operating from these regions. The growth of the market is driven by factors such as global aging population along with increase per capita. The market is also growing with rising prevalence of chronic diseases such as Crohn's disease and Ulcerative Colitis.

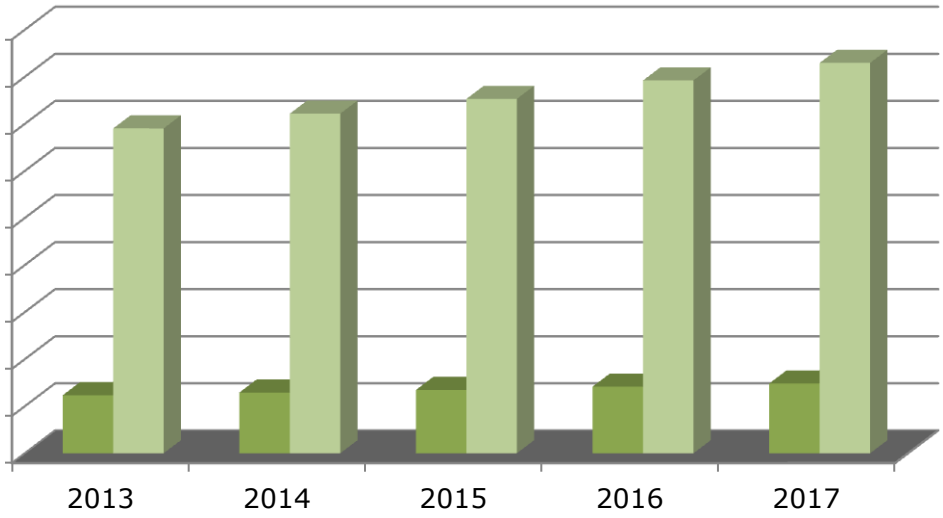
Global Ostomy Market: Overview

Ostomy refers to the surgically created opening in the body for the discharge of body wastes. Ostomy can be divided into three types based on organ on which it is performed. These are Colostomy – Large intestine; Ileostomy – Small intestine; Urostomy – Urinary tract.

Global Ostomy Care Market Size by Value 2007-12, (US$ Billion)



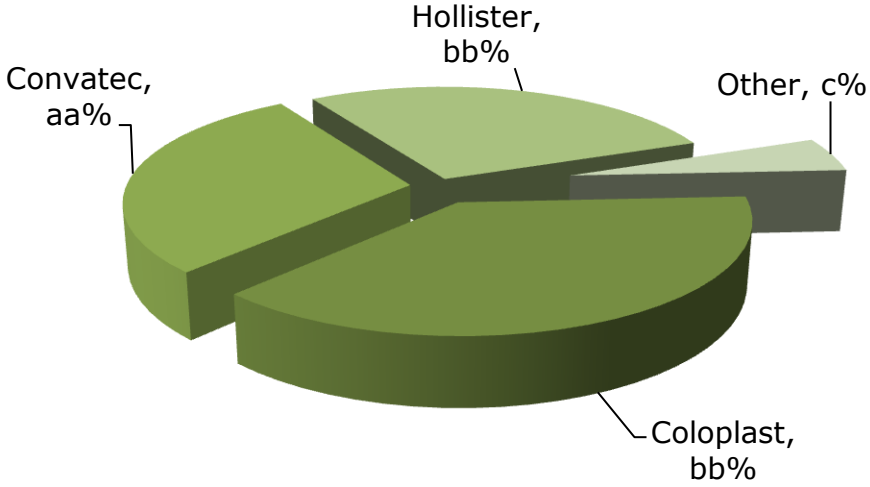
Global Ostomy Care Market Size by Value Forecast ,2013-17, (US$ Billion)



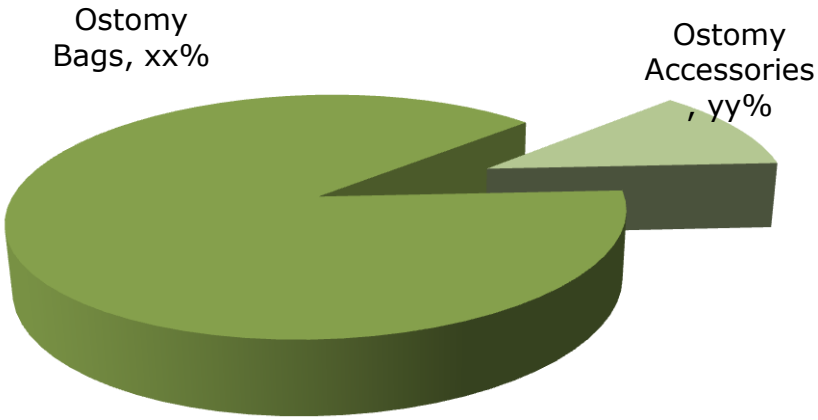
- The market grew at a CAGR of ……% during the period 2007-12.
- Market size of Global Ostomy Market is expected to reach to US$……..billion from US$ …… billion in 2012 by growing at a CAGR of……%.
- Growth in the market is due to …….

Global Ostomy Care Market Share by Category

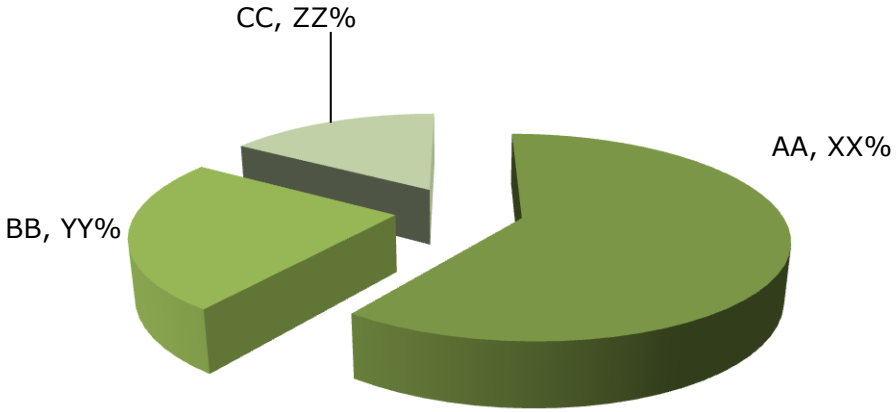
Global Ostomy Market Share by Competitors (2011)



Global Ostomy Market Share by Category (2012)



Global Ostomy Market Share by Region (2011)



- AA accounts for ….% of the global ostomy products market sales, while BB accounts for ……..% of the sales
- In 2011, around …….% of the total market was held by Coloplast and around bb% by …….Convatec.

Growth Drivers

Aging Population

- .....
- .....
- .....
- .....
- .....

- **Increasing Incidence of Ulcerative colitis or Crohn's colitis**
- .....
- .....
- .....
- .....
- .....

- **Growing evidence of colorectum cancer**
- .....
- .....
- .....
- .....