

Bariatric (Obesity) Care Equipment & Surgical Devices Worldwide

A Market Strategy Report

Report Highlights

February 2006

Report Benefits

This report can help executives in:

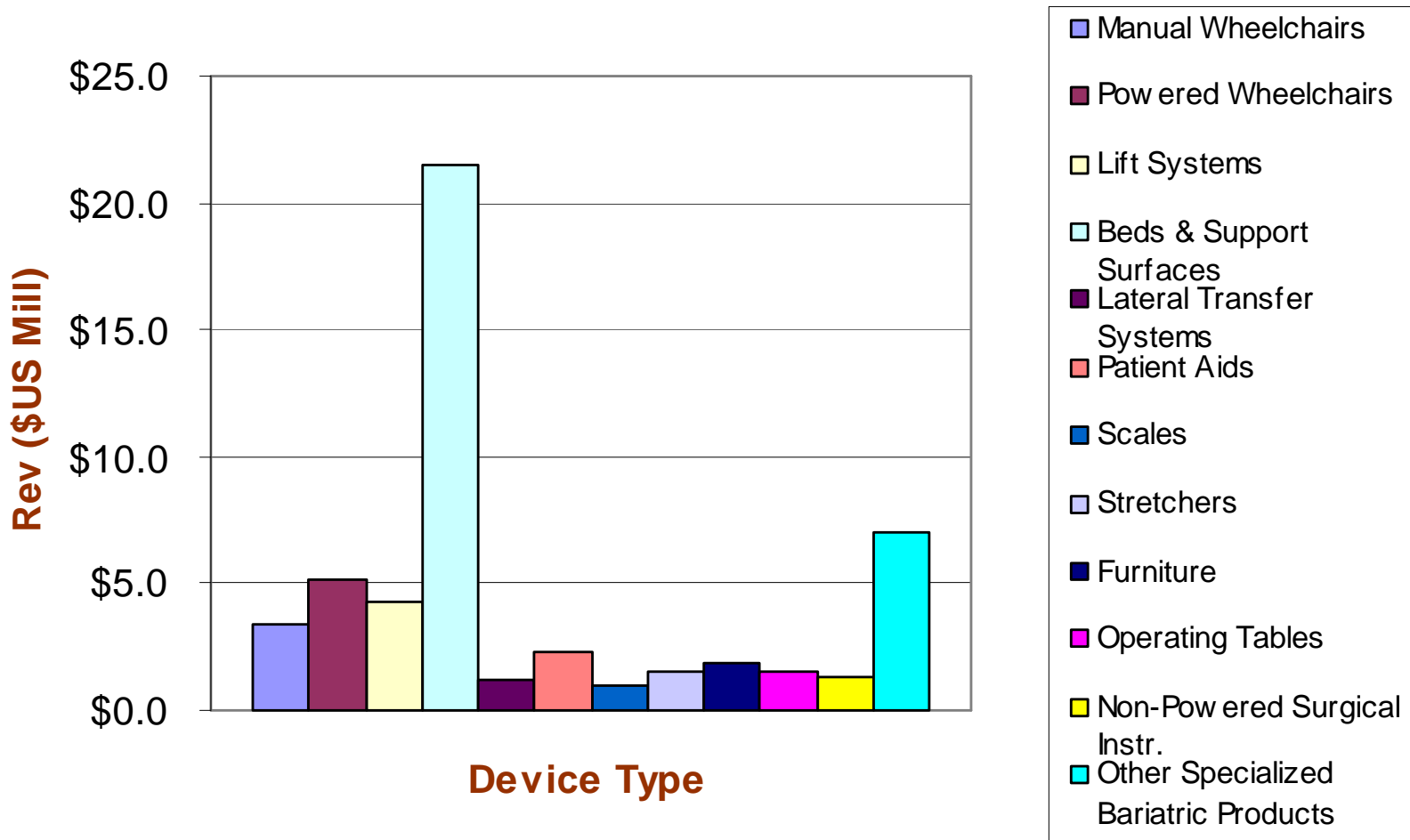
- Assessing the market for Bariatric (obesity) care products, surgeries, growth segments, and growth regions.
- Understanding market drivers and restraints.
- Business planning, strategic decision making and competitive strategy.
- Identifying opportunities for partnerships and alliances.

Key Takeaways

- The world is experiencing an obesity epidemic.
- To successfully serve this market, companies must develop a “bariatric market strategy” – not simply extensions to existing product lines.
- Increased demand for bariatric equipment seen in all care settings: Hospitals/Acute Care, Long-Term Care, and Home Care.
- New drugs and device based therapies are under development, but many of them are not likely to be launched before 2008.

Italian Market – 2006 (E)

Italian Bariatric Care Equipment Market - 2006



Bariatric Procedures

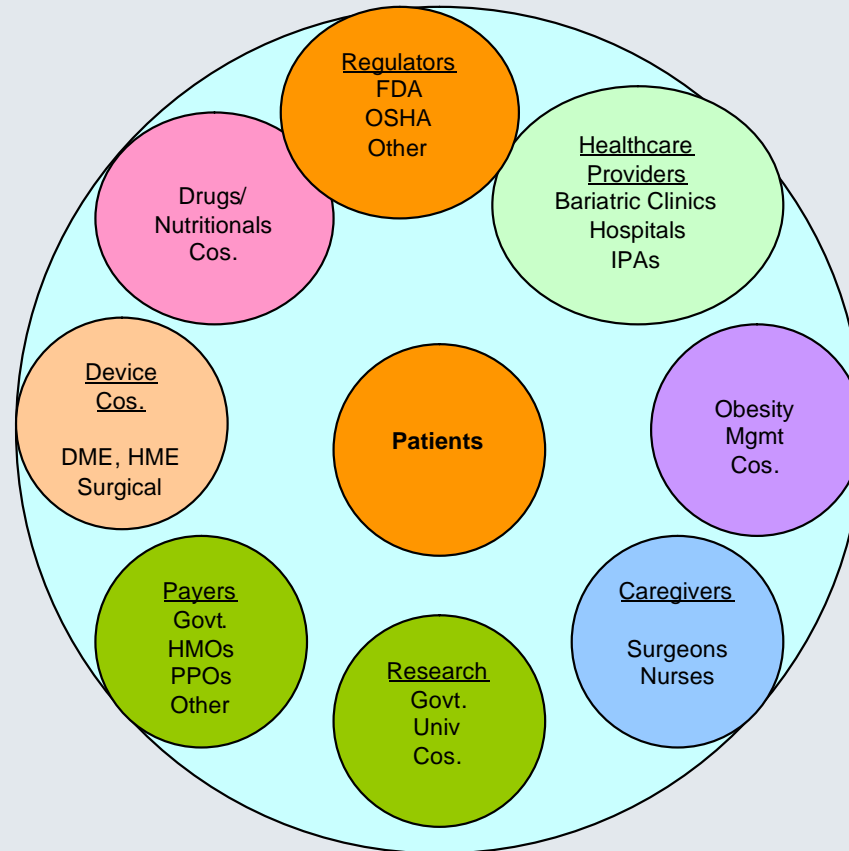
Current Surgical Procedures

- Restriction
 - Vertical Banded Gastroplasty (VBG)
 - Adjustable Gastric Banding (AGB)
- Malabsorption
 - Bilio Pancreatic Diversion (BPD)
 - Distal Gastric Bypass
- Restriction/Malabsorption
 - Roux-en-Y Gastric Bypass (RYGB)

Future Procedures

- Pacing
 - Gastric Pacing
 - Vagus Nerve Stimulator
- Ablation

Bariatric Care Ecosystem



Regions Covered	USA, France, Germany, Italy, UK, Rest of Europe, Japan, and Rest of the World.
Product/Market Segments	Bariatric Equipment (13 sub-segments), Procedures & Surgeries, and Pharmaceuticals
Companies Profiled	90+
Market Estimates/ Forecasts	Estimates/Forecasts for 2004-2012 in US dollars, separately by Region. Procedures data for the US.
MARKETSTRAT Analytical Framework	Drivers and Restraints; KPPI Grid (Key Product Performance Indicators); Competitive Framework; SRCE Framework; Key Market Parameters (KeyMAP Grid)
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