China Medical Imaging Diagnosis Industry Report, 2015-2019

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STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

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Abstract

Against the background of a surge in social demand, handsome profit and the favorable opportunity brought by health care reform, the medical imaging industry, especially medical imaging equipment industry, has developed rapidly. Imaging equipment, the base of medical imaging industry, boasts a current market size of over RMB20 billion, has grown at a slower pace in recent years.

However, the market segments including remote medical imaging and independent medical diagnostic services are in the period of growth. Led by the government, about 30%-40% of public medical institutions in China have realized regional intercommunication of medical imaging and set up local regional medical imaging centers.

Compared with high barriers (heavy investment and sophisticated technologies) of imaging equipment sector, the thresholds for remote medical imaging and independent medical diagnostic services are relatively low. Combined with multiple favorable policies (the Guidance of the State Council on Actively Promoting “Internet Plus” Action and the Guideline on Advancing the Building of a Tiered-Diagnosis and Treatment System, both introduced in 2015) and a lucrative market capacity of more than 200 billion, the market segments including remote medical imaging and independent medical diagnostic services are attracting huge influx of social capital.

In Apr 2015, AliHealth, a company under Internet giant Alibaba, signed a strategic agreement with China Resources Wandong Medical Equipment to explore the operation mode of an independent medical imaging institute on the Internet. In 2015, RiMAG set up three independent medical imaging centers (institutes) in Jiangxi. In the first half of 2015, the medical imaging diagnosis center (Hangzhou Dekang Medical Imaging Diagnosis Center Co., Ltd.) co-founded by Cosmos Group and Shanghai Shizheng Healthcare Technology (Group) was set up; the site selection of the project was completed at the end of December and the company is preparing for opening. In Nov 2015, APH (Fujian) Medical Equipment Co., Ltd. and Shanghai United Imaging Healthcare Co., Ltd. struck an exclusive strategic cooperation agreement whereby the two sides will establish regional medical imaging center projects across the country.

China Medical Imaging Diagnosis Industry Report, 2015-2019 highlights the followings:

- Policy environment, development status, market size, competitive landscape, and forecast of medical imaging diagnosis industry in China;
- Development status and competitive landscape of medical imaging equipment industry in China, and development status of downstream medical institutions;
- Operation and strategies of 7 medical imaging equipment suppliers and 6 independent medical imaging diagnosis companies.

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