



# Olympus, C.R. Bard and Coloplast Advance the U.S. Urological Device Market to Nearly \$3 Billion by 2020

*Urological endoscope devices comprise the fastest-growing segment in the overall urological device market, reports iData Research*

VANCOUVER, BC, CANADA, June 5, 2014 /EINPresswire.com/ -- According to a new report series by iData Research (<http://www.idataresearch.com>), the leading global authority in medical device and pharmaceutical market research, the U.S. Market for Urological Devices is expected to approach just under \$3 billion by 2020, with Olympus, C.R. Bard and Coloplast leading the way. The fastest-growing segment in the urological device market is urological endoscopes. Growth in this market is due to an increased demand from physicians for higher quality products that improve the efficacy of endoscopic procedures, as well as by the trend towards digital endoscopes.

The urological endoscopes market includes rigid and flexible cystoscopes, semi-rigid and flexible ureteroscopes, rigid resectoscopes and rigid nephroscopes. The report includes the sales of new endoscopes as well as refurbished or repaired units. The new endoscopes market growth will be driven in part by the movement towards digital endoscopes which are more expensive. "Increases in urological procedures, such as biopsies, urinary stone treatments and the need for diagnostic or exploratory procedures, are expected to raise the number of endoscopes sold through 2020," says Dr. Kamran Zamanian, CEO of iData. "In addition, the release of new technology will further increase ASPs." New models of endoscopes feature digital capabilities, which improve navigation but come at higher costs.

In the United States, the cystoscope market comprises rigid and flexible cystoscopes and is expected to remain the largest segment of the total urological endoscope market. There is a trend toward flexible cystoscopes, due to urologist preferences as flexible endoscopes are easier to use and are more comfortable for the patient.

C.R. Bard dominates the total urological device market in the U.S. and leads the urinary incontinence device market. Olympus is expected to continue their lead in the urological endoscopes segment and four other segments with their CYF-5/5ATM Flexible Fiber Cystoscope and CYF-V2/VA2TM Flexible Video Cystoscope systems. Other leading competitors in these markets are American Medical Systems with their significant market share of benign prostate hyperplasia (BPH) treatment devices, Coloplast, Boston Scientific, Karl Storz and Covidien.

## For Further Information

The global report series on the Markets for Urological Devices covers the U.S., Canada, 15 countries in Europe, Japan, India and China. The full reports provide a comprehensive analysis including procedure numbers, units sold, market value, forecasts, as well as a detailed competitive market shares and analysis of major players' success strategies in each market and segment. The reports cover devices used in the treatment of benign prostate hyperplasia (BPH), prostate cancer, and urinary incontinence as well as urinary and kidney stones. Other markets analyzed include urological endoscopes, urodynamic equipment and nephrostomy devices.

Receive a free synopsis of the [U.S. Urological Device 2014 Market](#) Research Report

About iData Research

iData Research (<http://www.idataresearch.com>) is an international market research and consulting group focused on providing market intelligence for medical device and pharmaceutical companies. iData covers research in: Diabetes Drugs, Diabetes Devices, Pharmaceuticals, Anesthesiology, Wound Management, Orthopedics, Cardiovascular, Ophthalmics, Endoscopy, Gynecology, Urology and more.

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