
Demand For Direct Radiography to Rise in European Markets



Market Research Firm, Data Information Intelligence (DII), has announced the first results of the Hospital Radiology Census 2010 for Europe, which was carried out in major European markets. According to the Germany-based analyst, investments into X-Ray systems in European markets are expected to grow further and demand for direct radiography systems, also known as panel detector systems will rise between 11 and 33 percent. Computed radiography will reach saturation levels in many European markets. DII will present details of the Hospital Radiology Census 2010 during a webinar on December 15, 2010.

According to Kathrin Franke, Managing Consultant at DII "Hospitals have withdrawn and postponed investments due to recent financial turbulence, but the radiology market is now showing clear signs of recovery". The Hospital Radiology Census 2010 surveyed the investment plans and installed equipment of hospitals in Germany, France, Italy, Spain and the United Kingdom. Between 2006 and 2010 the annual growth rate for direct radiography systems in Europe ranged between 10.3 and 27.8 percent. The average budget of a radiology department in Germany, for example, is 185,000 Euros. The market penetration of direct radiography systems in Germany, Italy, Spain and the United Kingdom is between 25 and 38 percent. In France, the market penetration is at 9 percent. In absolute figures, German hospitals are expected to purchase 115 direct radiography systems over the next five years.

"While more than 68 percent of German hospitals and more than 80 percent of British hospitals use computed radiography, the European average of hospitals who use direct radiography systems is only about 24 percent," says Kathrin Franke. "We are therefore concluding that the investments into direct radiography systems in many countries will increase as the market for computed radiography reaches saturation."

The Hospital Radiology Census was first conducted in 2003 and has since been updated at three-year intervals. It covers X-Ray units categorized by type of device (general radiography, mammography, angiography, fluoroscopy, CT, MRI) and radiology IT systems and features data on the manufacturer, year of acquisition and life span. The Hospital Radiology Census is a reliable source for data about the European radiology market, allowing vendors and manufacturers to assess the business potential and align their research and development activities to market demands.

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