Decontamination equipment market success lies in product innovation declares Frost and Sullivan

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Western European decontamination equipment market is part of the medical devices growth partnership services programme.

Product innovation will be the key to success in the highly competitive and mature Western European decontamination equipment market.

New analysis from Frost & Sullivan (medicaldevices.frost.com), Western European Decontamination Equipment Market, finds that the market earned revenues of $1,079.5 million in 2009 and estimates this to reach $1,365.0 million in 2016, due to the increased focus on patient safety measures by healthcare providers. The following product sectors are covered in this research: cleaning equipment and supplies, disinfection equipment, sterilisers, sterilisation assurance and sterile packaging.

"Patient safety initiatives and the incidence of swine flu have led to the increased focus on decontamination," notes Frost & Sullivan Research Analyst Beulah Devadason. "Product innovation will be the key to leveraging growth opportunities and sustaining market expansion."

Infection control is the primary means of containing healthcare acquired infections (HAI) as well as pandemic outbreaks such as swine flu. Innovative products that cater to the specific needs of healthcare providers and central sterile supply departments (CSSDs) will continue to support steady market growth.

However, the market is in its mature phase. Moreover, lengthy product lifecycles translate to fewer purchases to replace existing equipment.

"Constraints on healthcare budgets represent a major deterrent to market prospects," states Devadason. "The large capital investment required to purchase decontamination equipment is further discouraging potential buyers from investing in new equipment."

Manufacturers need to focus on product quality and efficacy. They must also make an effort to design customised solutions as well as offer value-added services such as evaluating the requirements of healthcare providers and accordingly training CSSD personnel.

"Manufacturers need to position themselves as complete solution providers in terms of evaluation of requirements, solutions, installation, training and after sales service," advises Devadason. "Such an approach will enable them to gain a competitive edge in this highly competitive market."

If you are interested in more information on Frost & Sullivan's study on the Western European Decontamination Equipment Market, please send an email to Katja Feick, Corporate Communications, at katja.feick@frost.com, with your full name, company name, title, telephone number, company email address, company website, city, state and country.

Western European Decontamination Equipment Market is part of the Medical Devices Growth Partnership Services programme, which also includes research in the following markets: Disinfectant Gels and Scrubs Market in Western Europe and Hospital Acquired Infection Trends across Europe. All research services included in subscriptions provide detailed market opportunities and industry trends that have been evaluated following extensive interviews with market participants.