

INSTITUTE OF SUPPLY CHAIN AND HOSPITAL TECHNOLOGY ISCHT

ULTRASOUND SYSTEM CONTRACTS IN GREECE 2017

Contracts for Ultrasound Systems in Public Hospitals in Greece from 01/01-31/12/2017.

Ultrasound is a medical imaging modality that uses high-frequency sound waves to visualize the internal organs of the body. It is equipped with a transducer that transmits the high-frequency ultrasonic sound waves into the body of the patient. These sound waves are then reflected by the body organs into the transducer and are transmitted to a display that generates the image.

As of 2017, the Greek market was dominated mainly by GE Healthcare, Philips N.V, and Mindray Medical International Ltd. GE Healthcare is the dominant market player in the sector of Ultrasound systems in public and private and held the leading position in the Greek market.

The others, Canon (Toshiba), Siemens Healthineers, Hitachi Ltd., Samsung Electronics Co., Ltd., FUJIFILM Holdings Corporation, Esaote S.p.A., are of limited business activities in ultrasound market. In 2017, the Greek Ultrasound market accounted for approximately 14 million Euro.

The modest growth in market volume is largely offset by negative pricing pressures and cost-containment measures in the Greek economy.

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Contract Value and market share			
GE Healthcare	€	1,849,698.23	€ 2,293,625.81 65.34%
Mindray	€	189,629.00	€ 235,139.96 6.70%
Philips	€	681,750.00	€ 845,370.00 24.08%
Siemens	€	15,990.00	€ 19,827.60 0.56%
Toshiba	€	40,000.00	€ 49,600.00 1.41%
Esaote	€	30,450.00	€ 37,758.00 1.08%
Sonoscape	€	11,854.00	€ 14,698.96 0.42%
Others	€	11,400.00	€ 14,136.00 0.40%
	€	2,830,771.23	€ 3,510,156.33 100.00%
Number of Equipment with market share			
GE Healthcare		58	64.44%
Mindray		13	14.44%
Philips		12	13.33%
Siemens		1	1.11%
Toshiba		1	1.11%
Esaote		2	2.22%
HITACHI		1	1.11%
SONOSCAPE		1	1.11%
EDAN		1	1.11%
		90	97.78%
Greek Market from Public sector in 2017			%
Systems	€	2,830,771.23	€ 3,510,156.33 72.20%
Probes	€	280,036.25	€ 347,244.95 7.14%
Service	€	809,704.96	€ 1,004,034.15 20.65%
Total public Marke	€	3,920,512.44	€ 4,861,435.43 100.00%
Public sector	€	3,920,512.44	€ 4,861,435.43 29.20%
Private sector	€	9,505,385.00	€ 11,786,677.40 70.80%
Total market	€	13,425,897.44	€ 16,648,112.83 100.00%

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Under the topic Ultrasound Systems Contracts in Greece