US Breast Implant Device Market to Continue Modest Growth, While European Market Remains Flat Through 2016

The Associated Press

TORONTO--(BUSINESS WIRE)--Oct 3, 2012--According to Millennium Research Group (MRG), the global authority on medical technology market intelligence, the United States market for breast implant devices will grow modestly, while the European market will remain essentially flat, with the combined total reaching a value of $1.1 billion by 2016. A new entrant into the US breast augmentation market may shake up what has been a stable, price-conscious market.

Both the European and US breast implant markets are dominated by two multinational companies, Allergan and Mentor, with the rigorous Food and Drug Administration (FDA) approval process keeping others from entering the US market. Since the US represents 85 percent of the total implant market for the US and Europe, these companies are also dominant in Europe, making it difficult for smaller local companies to compete and gain market share.

Competitors offer similar products with only differences in surface and shape, resulting in mainly a price competition. The stable duopoly of Allergan and Mentor will be changing, however. In 2012 Sientra received FDA approval for its highly cohesive “gummy bear” silicone implants. Sientra will be selling its implants at a premium price point, offering their products at a 15 to 20 percent price premium compared to traditional silicone implants. The company has also announced that it will be selling only to board-certified plastic surgeons, establishing a position as a high-quality, high-price product. The much smaller EU market saw breast implant device revenues (including reconstructions) decline by more than two percent from 2010 to 2011, and despite anticipated growth in 2015 and 2016, the European breast implant device market will see an average decline of one percent per year through 2016.

“In contrast to implants, the acellular dermal matrix segment has a significant number of competitors,” said MRG Analyst Kristina Vidug. “Most of these companies also compete in the soft tissue repair device market, and leverage their existing brand identities when entering the breast implant device market. LifeCell is the largest competitor, with dominance in both allografts and xenografts. Allergan is expected to enter this segment with its SeriScaffold product in 2013.” Millennium Research Group’s US and European Markets for Breast Implant Devices 2012 report includes unit, average selling price and revenue information, along with market drivers and limiters and competitive landscape for breast implants and tissue expanders in the United States and Europe, and acellular dermal matrix (ADM) devices sold in the US.

About Millennium Research Group Millennium Research Group (www.MRG.net), a

Decision Resources Group company (www.DecisionResourcesGroup.com), is the global authority on medical technology market intelligence and the leading provider of strategic information to the healthcare sector. The company provides specialized industry expertise through multiclient market research, ongoing Marketrack™ projects, customer loyalty tracking, facility-level procedure forecasting, and customized solutions.

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