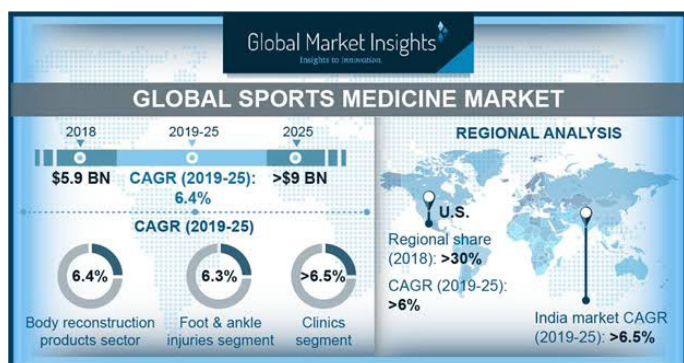


## Market Analysis on Physical Activity

Dr Egor Egorov

After the successful completion of the Sport medicine and Physiotherapy conference, we are pleased to welcome you to the "2nd Euro Sports Medicine-Fitness and Physiotherapy." The congress is scheduled to take place on July 20-21, 2020 in the beautiful city of London, UK. This 2020 Euro sports medicine Conference will give you exemplary experience and great insights in the field of research.

According to this research report, the global market for sports surgery is projected to show a robust growth of 6.5 per cent in the CAGR during 2019-2024.



Global Sports Medicine Market was valued at \$6,615 million in 2016, and is expected to reach \$11,172 million by 2023, registering a CAGR of 7.7% from 2017 to 2023. Sports medicine is a branch of healthcare that deals with enhancing people's athletic performance. Sport medicine products help people recover from injuries and prevent future injuries. In addition, sports medicine has displayed a considerable growth among all the other healthcare fields, as professionals in this field have the capability to treat all kinds of people, and not just athletes. Increase in the demand for sports medicine is witnessed over the years owing to the rise in incidence of sports associated injuries along with increase in awareness among people regarding physical fitness. In addition, government initiatives pertaining to sports medicine increase the participation of athletes worldwide. Further, elevation in the demand for minimally invasive surgeries supplements the market growth. However, lack of skilled professionals in this field, and inappropriate administration and guidelines regarding sports medicine hamper the growth.

The market is segmented into body reconstruction products (fracture & ligament repair products, arthroscopy devices, implants, prosthetics, orthobiologics), body support & recovery products (braces & support, physiotherapy equipment, and compression

clothing), and accessories. The body support & recovery products segment is expected to witness the fastest growth during the forecast period. Products such as braces, supports, and sports surgery physiotherapy equipment are required before and after procedures involving reconstruction. Thus, the demand for these devices is growing due to the increasing number of sports injuries globally.

Increasing prevalence of chronic diseases across the globe has encouraged majority of the population to adopt healthy lifestyle. Hence, people from different age groups participate in various sports activities. For instance, as per the Physical Activity Council, around 66.0% people participated in fitness sports in 2018, whereas in 2013 it was around 60.1%. Some of the major lifestyle-related concerns include smoking, increasing adoption of Western diet, lack of physical activity, and over consumption of alcohol can lead to life threatening diseases. Rising awareness regarding these diseases is anticipated to encourage people to engage in various sports.

In recent years, the market for sports medicine and Physiotherapy has seen significant growth directly on the back of the increasing number of procedures for physiotherapy.

The sports medicine industry is segmented based on product, application, and region. Based on product, it is classified into body reconstruction & repair products, body support & recovery products, body monitoring & evaluation, and accessories. Body reconstruction & repair products are sub-segmented into implants, arthroscopy devices, fracture and ligament repair devices, prosthetic devices, and orthobiologics. Further, body support & recovery products are sub-segmented into thermal therapy products, brace and support devices, and compression clothing. Body monitoring and evaluation is sub-segmented into cardiac monitoring & evaluation, respiratory monitoring & evaluation, hemodynamic monitoring & evaluation, musculoskeletal monitoring & evaluation, and other monitoring & evaluation. Based on application, market is divided into knee injuries, shoulder injuries, ankle & foot injuries, elbow & wrist injuries, hip & groin injuries, back & spine injuries, and other injuries.

The sports medicine market is expected to register a CAGR of 7.5% during the forecast period (2019-2024). Certain factors that are fuelling the market include rising burden of sports injuries, consistent innovation of new products and treatment modalities, and rising demand for minimally invasive surgeries. Sports injuries include strains and sprains, spondylolysis and spondylolisthesis, stingers, disc injury, and Scheuermann's disease. According to

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the sports injury Stanford children health statistics, in the United States, about 30 million kids and teenagers participate in some form of organized sports. More than 3.5 million injuries occur each year in the United States, which cause some loss of time of participation experienced by the participants.

Body reconstruction and repair products have generated the highest revenue throughout the forecast period. This dominance of this segment is attributed to high demand for arthroscopy devices along with increase in transition from conventional open surgeries to minimally invasive surgeries employing orthobiologics.

The report provides a comprehensive analysis of the key players operating in the global market, such as Smith & Nephew Plc, Stryker Corporation, Johnson & Johnson (Depuy Mitek), Arthrex, Inc., Conmed Corporation, Zimmer Biomet Holdings, Inc., Breg, Inc., Mueller Sports Medicine, Inc., DJO Global, Inc., and Wright, Medical Group N.V.

The other key players in the value chain include Breg, Inc., Ceterix Orthopaedics, General Electric Company, KFx Medical LLC., Medtronic, MedShape, Inc., Osiris Therapeutics, Inc., and NuVasive, Inc.

### **Key Benefits**

The study provides an in-depth analysis, current trends, and future estimations of the global market to elucidate the imminent investment pockets.

Comprehensive analysis of factors that drive and restrict the market growth is provided.

A quantitative analysis of the industry from 2016 to 2023 is provided to enable the stakeholders to capitalize on the prevailing market opportunities.

Extensive analysis of key segments of the industry is provided to understand the type of products and indications used globally.

Key market players and their strategies are analyzed to understand the competitive outlook of the market.

Thanks & Regards,

**Itishree Das**

Conference Service Manager

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