

Global Medical Device Industry Outlook to 2010

Formulate effective sales & marketing strategies by identifying how buyer budgets are changing and where spend will be directed to in the future with the help of this latest report.

May 19, 2009 - [PRLog](#) -- As many as 56% of medical device manufacturers and contractors expect to increase their procurement spend over the next 12 months, with a further 20% looking to maintain it at current levels

In an uncertain economic climate this report gives you access to the category-level spending outlooks, buyer budgets, supplier selection criteria, business challenges and investment opportunities of leading purchase decision makers.

The report also identifies buyers and suppliers future growth, M&A and investment expectations. The research is based on an extensive survey of senior and C-level industry executives from our market leading panels.

“Global Medical Device Industry Outlook to 2010” is a new report published by Global Markets Direct that analyzes how medical device companies spend, procurement strategies & practices and business are being affected by the recession.

For more information on this report click here:

<http://www.global-market-research.net/Report.aspx?ID=The-Global-Medical-Device-Industry-Outlook-to-2010-Buyer-Spend--Procurement-Strategies-and-the-Impact-of-Recession>

This brand new in-depth report will allow you to...

- Covers data and analysis on buyer spend, procurement and industry developments by medical device manufacturers and contractors and industry suppliers worldwide
- Research is based on primary survey research conducted by Global Markets Direct accessing its B2B panels comprised of senior purchase decision makers and leading supplier organizations
- Opinions and forward looking statements of over 200 industry executives have been captured in our in-depth surveys, of which 75% represent Director & C-level respondents
- Key topics covered include buyer spend activity, procurement behaviors & strategies and how these have been affected by the recession, threats & opportunities for the chemicals industry, economic outlook and business confidence
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- Provides qualitative analysis of the key industry threats and opportunities and contains full survey results
- Geographical scope of the research is global – drawing on the activity and expectations of leading industry players across the Americas, Europe, Asia-Pacific and Africa & Middle East

For more information on this report click here

<http://www.global-market-research.net/Report.aspx?ID=The-...>

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