

**Power Wheelchair Market Opportunities, Strategies, and
Forecasts, 2007 to 2013**

Power Wheelchair



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

www.wintergreenresearch.com

CHECK OUT THESE KEY TOPICS

POWER WHEELCHAIR MARKET FORECASTS

Power Wheelchair Market Shares

Power wheelchair Market Driving Forces

Health Care Cost Containment Trends

Reimbursement Drives Healthcare Equipment Industry

Hospital And Home Care Services Billing Issues

POWER WHEELCHAIRS

POWER WHEELCHAIR ADVANCED TECHNICAL SYSTEM

ULTRALIFE BATTERIES

GOVERNMENT REGULATIONS

TECHNOLOGICAL TRENDS

SCIENCE AND MEDICAL TECHNOLOGY

MARKETING GLOBALLY

WHEELCHAIR DISTRIBUTION CHANNELS

PRICE-CUTTING PROGRAMS

MEDICAL EQUIPMENT GOVERNMENT REGULATION

OPPORTUNITY ABOUNDS

WinterGreen Research, Inc.

Lexington, Massachusetts

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Power Wheelchair Market Opportunities, Market Forecasts, and Market Strategies, 2007-2013

Wheelchair products are marketed in the United States and Asia/Pacific primarily to providers who in turn sell or rent these products directly to consumers within the non-acute care setting. The primary customer is the home medical equipment (HME) provider. Pull-through marketing strategy is to medical professionals, including physical and occupational therapists.

Patients go to HME providers to obtain specific types of home medical equipment. Consumers express a product or brand preference. Invacare is the market leader with a domestic sales and marketing organization that consists of a home care sales force, which markets and sells Invacare(R) branded products to HME providers.

The service referral network includes over 600 providers who honor Invacare product warranties regardless of where the product was purchased. This network of servicing providers helps ensure that all consumers using Invacare products receive quality service and support that is consistent with the Invacare brand promise.

Distributed soft goods and disposable medical supplies are sold through the Invacare supply group. ISG is a component of Invacare "Total One Stop Shopping" program, through which Invacare offers HME providers of all sizes a broad range of products and services at a lower total cost.

Hospital and homecare wheelchair technology is evolving to give people with disabilities more mobility. Markets are poised to create the ability for people to get more exercise and impact the healthcare delivery industry by encouraging mobility of people who were previously bed ridden. Wheelchairs impact care delivery, permitting moving from the bed and facilitating exercise. Patients and family gain more control over the care delivery. Care can be delivered in familiar settings.

Invacare is an industry leader in the market for home medical products. They manufacture and distribute a bundled wheelchair, respiratory, and patient care homecare product offering to home medical equipment providers. Invacare has a very strong distribution network.

Power wheelchair markets in dollars at \$756.5 million in 2006 are expected to reach a little over \$1 billion by 2013. This is because Power Wheelchairs are in a high growth market.

Companies Profiled

Market Leaders

Invacare
Sunrise

Market Participants

Amigo Mobility	Convaid
Convaquip	Drive Medical
Eagle Sportchairs	Gendron Inc.
Glide Rehabilitation Products	Graham-Field
Gunnell	Hoveround
Magic Mobility	Melrose Kiwi Concept Chairs
Meyra	Product Design Group
Permobil	Piaggio
Pride Mobility	RGK
Soleus Mobility	Yamaha Motor
Wheelchair Power Mobilizers	

Power Wheelchair Strategies and Forecasts, 2007-2013

REPORT METHODOLOGY

THIS IS THE 300TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

Power Wheelchair Market Opportunities, Strategies, and Forecasts, 2007 to 2013

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SUBSCRIBERS OUTSIDE THE UNITED STATES MUST PROVIDE PREPAYMENT IN U.S. FUNDS

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