

## Biologic Regeneration Products Gain US Market Traction

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Synthetic alloplast product sales are forecasted to take a backseat to biologic regeneration. New biologic product offerings show superior regenerative results, speed the healing process, and reduce the likelihood of complications.

*“Hernia repair is one of the most common surgical procedures performed in the U.S. today,” explains Dr. Kamran Zamanian, CEO of iData Research. “More than one million of these procedures were performed in 2014. But, in recent years, synthetic products have caused adverse reactions in patients. With so many procedures performed annually, the demand for better performance is clear.”*

LifeCell and other companies have been capitalizing on two important trends in the hernia repair market. First, a number of physicians prefer more expensive, technologically advanced synthetic materials with biocompatible coatings. Second, biologic xenografts have also been becoming more popular, and are projected to continue their growth in popularity as positive clinical evidence accumulates.

This clinical support has been key in LifeCell’s market positioning. As the leader of the soft tissue reinforcement and regeneration market in 2014, LifeCell offered two top-selling biological products that dominate in a variety of applications, including breast reconstruction and hernia repair.

Organogenesis, Wright Medical, and Integra LifeSciences have also been gaining from the rising success of biologic regeneration products. Market leaders for synthetic products, like C. R. Bard, Ethicon, Covidien, and American Medical Systems, have all taken advantage of the biologic trend and released their own successful biologic soft tissue products.

In the over USD \$2 billion soft tissue reinforcement and regeneration market, iData Research has analyzed almost 40 unique companies across 7 distinct market segments. These companies include BioHorizons, Coloplast, Artrex, RTI Biologics, Biomet, Geistlich, Zimmer, Tiller, Medline, Mizuho, amongst many others.

The full 2015 edition of iData’s report entitled [“U.S. Market for Soft Tissue Reinforcement and Regeneration”](#) includes segments for breast reconstruction, hernia repair, dural repair, vaginal slings, skin repair, sports medicine and tendon reinforcement, and dental soft tissue regeneration. Full reports provide a comprehensive analysis including procedure numbers, units sold, market value, forecasts, as well as detailed competitive market shares and analyses of major players’ success strategies in each market and segment.

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