

Comparative Size and Growth of Major Categories

Sales data for the major product categories are presented in Figure 1. In 1979, two of the largest categories were electrocardiographs and echocardiographs, showing 1979 U.S. sales volumes of \$32.7 million and \$20 million respectively. Sales volume for diagnostic computers was \$14.3 million, and for stress testing equipment it was \$5.8 million.

Projected sales growth of the diagnostic computers category is extremely high with projected U.S. sales volume at \$46 million in 1985. Echocardiographs and stress testing equipment are expected to show significant growth. The projected sales volume for electrocardiographs is essentially flat, indicating no further growth in this product category.