

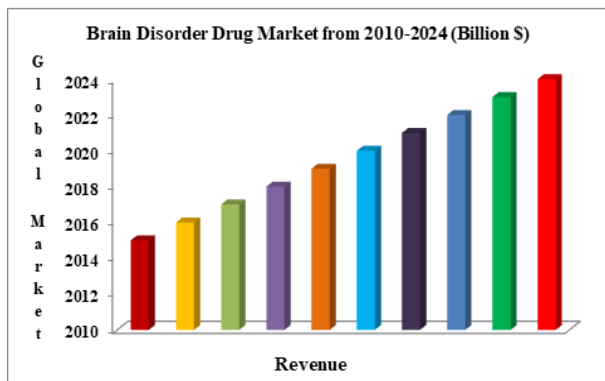
## Market Analysis of Vascular Dementia 2020

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Neuromarketing is the application of neuroscience to marketing. Neuromarketing includes the direct use of brain imaging, scanning, or other brain activity measurement technology to measure a subject's response to specific products, packaging, advertising, or other marketing elements. In some cases, the brain responses measured by these techniques may not be consciously perceived by the subject; hence, this data may be more revealing than self-reporting on surveys, in focus groups, etc.

Globally, the burden of neurological disorders (Alzheimer's disease, Parkinson's disease, stroke, epilepsy etc.) has increased substantially over the past 25 years. Neurological disorders (NDs) are the leading cause of death and disability in the world today. In 2015, they ranked as the leading cause group of DALYs (disability adjusted life years), comprising 10.2% of global DALYs and the second-leading cause group of deaths, comprising 16.8% of global deaths. The most prevalent neurological disorders were tension-type headaches (about 1,500 million cases), migraine (about 1,000 million), medication overuse headaches (about 60 million), and Alzheimer's disease and other dementias (about 46 million cases). Between 1990 and 2015, the number of deaths from neurological disorders increased by 36.7%, and the number of DALYs by 7.4%.



One of the main reasons for the increase in neurological disorders is longer life expectancy. People live longer and, accordingly, suffer dementias more often than several decades ago, Vasily Vlassov explained. Another reason is a growing population. The more people, the more diseases

are registered. Nevertheless, considering the number of cases per 100,000 people, there is a positive tendency - age-standardized rates of deaths and DALYs caused by NDs decreased by 26 and 29.7% respectively between 1990 and 2015.

The rates of cases per 100,000 people increased in such diseases as Parkinson's (by 15.7%), Alzheimer's (2.4%), motor neuron disease (3.1%), and brain and nervous system cancers (8.9%). Neurological diseases are widespread both in high-income and low-income countries. Meanwhile, high-income countries, as well as Latin American countries have the lowest rates of DALYs (less than 3,000 per 100,000 people) and deaths (less than 100 per 100,000) due to ND. The highest rates (over 7,000 and over 280 per 100,000 people respectively) were estimated for Afghanistan and several African countries. According to Vasily Vlassov, Russia is in the average group in terms of burden from ND, together with India and China. The number of patients who will need neurological care will continue to grow in the coming decades. It is important that policy makers and health-care providers are aware of these past trends to be able to provide adequate services for the growing numbers of patients with neurological disorders, the researchers concluded.

### Scope and Importance

Neurological disorders are diseases of the brain, spine and the nerves that connect them. There are more than 600 diseases of the nervous system, such as brain tumors, epilepsy, Parkinson's disease and stroke as well as less familiar ones such as frontotemporal dementia. Neurological diseases include stroke (responsible for about 25% of severe disability in people living in their own homes), Alzheimer's disease, and Parkinson's disease. Another way of examining the burden of neurological disorders involves the time course of disease.

### Target Audience

- Neurologists and Directors
- Physicians
- Neuroscientists

- Specialists
- Researchers
- Health care professionals
- Professors
- Industrial Experts
- Neurosurgeons
- Psychiatrist
- Nutritional Scientists
- Lecturers and Students from Academia
- Students from Academia in the research of Neurology

### **Related Companies/Industries**

- Roche
- AstraZeneca
- Genentech
- Memrise
- Halo Neuroscience
- SAGE Therapeutics
- Neurotrack
- Allergan
- Shire plc
- Abcam
- SAGE Therapeutics
- Neurable

- Cala Health
- Halo Neuroscience
- Pymetrics

### **Related Associations and Societies**

- Cognitive Neuroscience Society (CNS)
- European Brain and Behaviour Society (EBBS)
- European Association for Developmental Psychology (EADP)
- Federation of Associations in Behavioral & Brain Sciences (FABBS)
- Federation of European Neuroscience Societies (FENS)
- The International Behavioural and Neural Genetics Society
- International Behavioral Neuroscience Society
- International Society for Developmental Neuroscience
- Developmental Neurotoxicology Society
- The Society for Behavioral Neuroendocrinology
- British Neuroscience Association
- American Neurological Association
- Dana Foundation
- World Federation of Neurology
- International Youth Neuroscience Association