Diagnostic Electrocardiograph (ECG) Market by Product, End-user & by Lead Type - Global Forecast to 2020

Description:

Diagnostic Electrocardiograph (ECG) Market by Product (Resting, Stress, Holter Monitor), End-user (Hospitals, Home/Ambulatory, Research Center, Physician Office, Nursing Homes) & by Lead Type (Single, 3-6, 12) - Global Forecast to 2020

The global diagnostic ECG market in the resting system segment had the largest share of the total diagnostic ECG market in 2013 and will continue to grow in the next five years to retain the leading position by 2020. The high growth in holter monitor segment is attributed to the low costs and space efficiency. Factors such as technological advancements in communication, low power circuit design for better and safer ECG devices, portable features with lower power consumption, more accuracy and capacity to incorporate the latest diagnostic features are driving the diagnostic ECG market.

North America accounted for the largest market share in the diagnostic ECG market, whereas the APAC region is expected to register the highest growth rate due to its enormous growth opportunities and manufacturing cost benefits. The large patient base and increasing income levels are also expected to propel the growth of this market. The diagnostic ECG devices are increasingly being networked across various hospitals. Most of the larger hospitals are preferring computerization for maintaining electrocardiogram records and investing steadily in data management systems to allow physicians to access the comparative analysis of the patients' overall data. The advanced technologies such as the wireless technologies also provide growth opportunities.

Moreover, the rising incidences of cardiac diseases and diseases such as diabetes and hypertension have also contributed to the growth of the diagnostic ECG market. The resting ECG devices segment had the largest share, while the holter monitor systems market was the fastest growing segment in 2013. Due to the tremendous increase in the number of hospitalizations, ranging from extremely serious to basic monitoring, hospitals are increasing the investment in the resting ECG devices segment. These devices can monitor various physiological parameters of a patient in order to have an overview of the patients' health and status.

GE Healthcare was the leader in the diagnostic ECG market in 2013. GE also enjoys a high level of brand loyalty amongst customers due to its large product portfolio, good quality products, and an efficient after-sales service. Philips Healthcare distantly followed GE in the diagnostic ECG market in 2013. The other major players in the market are Mindray Medical (China), Mortara Instrument Inc. (U.S.), Spacelabs Healthcare (U.S), Schiller AG (Switzerland), Cardionet (U.S.), Compumed Inc. (U.S.), Nihon Kohden Corporation (Japan), and Welch Allyn (U.S.).

The grey area while estimating the market was the overlapping nature of the implantable cardioverter-defibrillator (ICDs) and devices used in event monitoring while segregating them based on the evaluation of endpoints involved, as there is a thin line between diagnostic and monitoring devices. This was later clarified with the help of various experts that participated during the study.

From an insight perspective, this research report focuses on the qualitative data, market size, share, and growth of various segments and subsegments, competitive landscape, and company profiles. The qualitative data covers various levels of industry analysis such as market dynamics (drivers, restraints, opportunities, and threats) and technological trends, globally. It also focuses on the emerging and high-growth segments of the diagnostic ECG market.

The competitive landscape covers the growth strategies adopted by the industry players in the last three years. The company profiles comprise the basic views on the key players in the ECG market and the product portfolios, developments, and strategies adopted by market players to maintain and increase their market share in the near future.

The above mentioned market research data, current market size, and forecast of the future trends will help the key players and new entrants to make the necessary decisions regarding product offerings, geographic focus, change in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.
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