Cardiac Monitoring & Cardiac Rhythm Management Devices Market - Global Forecast to 2021

Description: Growth in this market is mainly driven by factors such as rising incidence of cardiovascular disorders, growing use of mobile cardiac telemetry, and rise in private institutional nursing and home care.

This report segments the CM & CRM devices market on the basis of product type, end user, and region. On basis of product, cardiac monitoring devices market is categorized into ECG devices, implantable loop recorder (ILR), cardiac output monitoring (COM), and event monitors. The ECG devices segment is expected to account for the largest share during the forecast period due to the rapid technological advancements in the improvement of ECG devices.

On the basis of product, the cardiac rhythm management devices market is categorized into defibrillators, pacemakers, and cardiac resynchronization therapy (CRT) devices. The defibrillators segment is expected to hold a major share of the market during the forecast period due to the wide usage of defibrillators for cardiovascular patients.

New product launches and approvals were the key strategies adopted by major industry players to increase their market share and cater to unmet needs of the customers. Emerging and immature markets such as the Brazil, Japan, China, and India are lucrative for CM & CRM devices.

From an insight perspective, this research report focuses on qualitative data, market size, 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 challenges). The report also offers market sizes and data on the growth of various segments in the industry. It focuses on emerging and high-growth segments, high-growth regions, and initiatives of governments.

The competitive landscape covers growth strategies adopted by industry players in the last three years. The company profiles comprise basic views on key players in the CM & CRM devices market and the product portfolios, developments, and strategies adopted to maintain and increase their market shares. The abovementioned market research data, current market size, and forecast of future trends will help key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, change in approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Major players in the CM & CRM devices market include Medtronic plc (Ireland), St. Jude Medical, Inc. (U.S.), Boston Scientific Corporation (U.S.), GE Healthcare (U.S.), and Philips Healthcare (Netherlands).

Reasons to Buy the Report:

This report will enable both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help these firms, garner a greater market share. Firms purchasing the report can use any one or a combination of the below mentioned five strategies (market penetration, product development, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on product portfolios of the top players in the CM & CRM devices market. The report analyzes the CM & CRM devices market by product type, end user, and region
- Product Development/Innovation: Detailed insights on the upcoming technologies, R&D activities, and new product launches in the CM & CRM devices market
- Competitive Assessment: In-depth assessment of the market strategies, geographic and business segments, and product portfolios of the leading players in the CM & CRM devices market
- Market Development: Comprehensive information about emerging markets. This report analyzes the market for various product across geographies
- Market Diversification: Exhaustive information about new products and services, untapped geographies,
recent developments, and investments in the CM & CRM devices market

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Markets Scope
1.3.1 Markets Covered
1.3.2 Years Considered for the Study
1.4 Currency
1.5 Stakeholders

2 Research Methodology
2.1 Market Size Estimation
2.2 Market Breakdown and Data Triangulation
2.2.1 Key Data From Secondary Sources
2.2.2 Key Data From Primary Sources
2.2.2.1 Key Industry Insights
2.2.3 Limitations
2.2.4 Assumptions for the Study

3 Executive Summary
3.1 Introduction
3.2 Conclusion

4 Premium Insights
4.1 Cardiac Monitoring and Cardiac Rhythm Management Devices Market to Grow at A Steady Rate
4.2 Cardiac Monitoring and Cardiac Rhythm Management Devices Market, by Product
4.3 Cardiac Monitoring and Cardiac Rhythm Management Devices Market, by Region
4.4 Cardiac Monitoring and Cardiac Rhythm Management Devices Market, by End User
4.5 Lifecycle Analysis, by Region

5 Market Overview
5.1 Introduction
5.2 Market Dynamics
5.2.1 Drivers
5.2.1.1 Increasing Incidence of Cardiovascular Diseases
5.2.1.2 Technological Advancements
5.2.1.3 Private Institutional Nursing and Home Care
5.2.2 Restraint
5.2.2.1 Economic Impact of Adopting New Technologies
5.2.3 Opportunities
5.2.3.1 Rising Opportunities in Emerging Markets
5.2.3.2 Growing Need for Compact Devices
5.2.4 Challenges
5.2.4.1 Limited Reimbursements for Remote Cardiac Monitoring Devices
5.2.4.2 Dearth of Skilled Professionals With Expertise in Electrocardiography and Cardiac Monitoring
5.3 Regulatory Scenario

6 Cardiac Monitoring Devices Market, by Product
6.1 Introduction
6.2 ECG Devices
6.3 ECG Market, by Type
6.3.1 Resting ECG
6.3.2 Stress ECG
6.3.3 Holter Monitor
6.4 ECG Devices Market, by Lead Type
6.4.1 Single-Lead ECG Devices
6.4.2 3 to 6-Lead ECG Devices
6.4.3 12-Lead ECG Devices
6.4.4 Others
6.5 Implantable Loop Recorders
6.6 Cardiac Output Monitoring (COM) Devices
6.6.1 COM Devices Market, by Type
6.6.1.1 Minimally Invasive COM Devices
6.6.1.2 Noninvasive COM Devices
6.7 Event Monitors
6.7.1 Event Monitors Market, by Type
6.7.2 Event Monitors Market, by Technology

7 CRM Devices Market, by Product
7.1 Introduction
7.2 Defibrillators
7.2.1 Implantable Cardioverter Defibrillators (ICDS)
7.2.2 External Defibrillators
7.2.2.1 Manual External Defibrillators (MEDS)
7.2.2.2 Automated External Defibrillators (AEDS)
7.3 Pacemakers
7.3.1 Pacemakers Market, by Implantability
7.3.1.1 Implantable Pacemakers (ICPs)
7.3.1.2 External Pacemakers
7.3.2 Pacemakers Market, by Technology
7.3.2.1 Dual-Chamber Pacemakers
7.3.2.2 Single-Chamber Pacemakers
7.3.3 Pacemakers Market, by Type
7.3.3.1 Traditional Pacemakers
7.3.3.2 Remote Pacemakers
7.4 Cardiac Resynchronization Therapy Devices
7.4.1 Cardiac Resynchronization Therapy Defibrillators (CRT-D)
7.4.2 Cardiac Resynchronization Therapy Pacemakers (CRT-P)

8 Cardiac Monitoring and Cardiac Rhythm Management Devices Market, by End User
8.1 Introduction
8.2 Home and Ambulatory Care
8.3 Hospitals
8.4 Other End Users

9 Cardiac Monitoring and Cardiac Rhythm Management Market, by Region
9.1 Introduction
9.2 North America
9.2.1 U.S.
9.2.2 Canada
9.3 Europe
9.3.1 Germany
9.3.2 France
9.3.3 U.K.
9.3.4 Italy
9.3.5 Spain
9.3.6 Rest of Europe (RoE)
9.4 Asia
9.4.1 Japan
9.4.2 China
9.4.3 India
9.4.4 Rest of Asia (RoA)
9.5 Rest of the World
9.5.1 Brazil
9.5.2 Other Row Countries

10 Competitive Landscape
10.1 Overview
10.2 Competitive Situation and Trends
10.2.1 Product Launches and Approvals
10.2.2 Agreements, Partnerships, and Collaborations
10.2.3 Mergers & Acquisitions
10.2.4 Expansions
11 Company Profiles
11.1 Introduction
11.2 Medtronic Plc
11.3 St. Jude Medical, Inc.
11.4 Boston Scientific Corporation
11.5 GE Healthcare
11.6 Philips Healthcare
11.7 Biotronik SE & Co., Kg
11.8 Cardiac Science Corporation
11.9 Livanova Plc
11.10 Mortara Instrument, Inc.
11.11 Schiller AG

List of Tables
Table 1 Cardiac Monitoring Devices Market Size, by Type, 2014-2021 (USD Million)
Table 2 ECG Devices Market Size, by Type, 2014-2021 (USD Million)
Table 3 ECG Devices Market Size, by Type, 2014-2021 (Thousand Units)
Table 4 ECG Devices Market Size, by Region, 2014-2021 (USD Million)
Table 5 ECG Devices Market Size, by Region, 2014-2021 (Thousand Units)
Table 6 North America: ECG Devices Market Size, by Country, 2014-2021 (USD Million)
Table 7 Europe: ECG Devices Market Size, by Country, 2014-2021 (USD Million)
Table 8 Asia: ECG Devices Market Size, by Country, 2014-2021 (USD Million)
Table 9 RoW: ECG Devices Market Size, by Country, 2014-2021 (USD Million)
Table 10 Resting ECG Devices Market Size, by Region, 2014-2021 (USD Million)
Table 11 Stress ECG Devices Market Size, by Region, 2014-2021 (USD Million)
Table 12 Holter Monitors Market Size, by Region, 2014-2021 (USD Million)
Table 13 Global ECG Devices Market Size, by Number of Leads, 2014-2021 (USD Million)
Table 14 Implantable Loop Recorders Market Size, by Region, 2014-2021 (USD Million)
Table 15 North America: Implantable Loop Recorders Market Size, by Country, 2014-2021 (USD Million)
Table 16 Europe: Implantable Loop Recorders Market Size, by Country, 2014-2021 (USD Million)
Table 17 Asia: Implantable Loop Recorders Market Size, by Country, 2014-2021 (USD Million)
Table 18 RoW: Implantable Loop Recorders Market Size, by Country, 2014-2021 (USD Million)
Table 19 COM Devices Market Size, by Region, 2014-2021 (USD Million)
Table 21 Europe: COM Devices Market Size, by Country, 2014-2021 (USD Million)
Table 22 Asia: COM Devices Market Size, by Country, 2014-2021 (USD Million)
Table 23 RoW: COM Devices Market Size, by Country, 2014-2021 (USD Million)
Table 24 COM Devices Market Size, by Type, 2014-2021 (USD Million)
Table 25 Minimally Invasive COM Devices Market Size, by Region, 2014-2021 (USD Million)
Table 26 Noninvasive COM Devices Market Size, by Region, 2014-2021 (USD Million)
Table 27 Event Monitors Market Size, by Region, 2014-2021 (USD Million)
Table 29 Europe: Event Monitors Market Size, by Country, 2014-2021 (USD Million)
Table 30 Asia: Event Monitors Market Size, by Country, 2014-2021 (USD Million)
Table 31 RoW: Event Monitors Market Size, by Country, 2014-2021 (USD Million)
Table 32 Event Monitors Market Size, by Type, 2014-2021 (USD Million)
Table 33 Pre-Symptom Event Monitors Market Size, by Region, 2014-2021 (USD Million)
Table 34 Post-Symptom Event Monitors Market Size, by Region, 2014-2021 (USD Million)
Table 35 Event Monitors Market Size, by Technology, 2014-2021 (USD Million)
Table 36 Autodetect Event Monitors Market Size, by Region, 2014-2021 (USD Million)
Table 37 Manual Event Monitors Market Size, by Region, 2014-2021 (USD Million)
Table 38 CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 39 Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 40 Defibrillators Market Size, by Region, 2014-2021 (USD Million)
Table 41 North America: Defibrillators Market Size, by Country, 2014-2021 (USD Million)
Table 42 Europe: Defibrillators Market Size, by Country, 2014-2021 (USD Million)
Table 43 Asia: Defibrillators Market Size, by Country, 2014-2021 (USD Million)
Table 44 RoW: Defibrillators Market Size, by Country, 2014-2021 (USD Million)
Table 45 Implantable Cardioverter Defibrillators Market Size, by Region, 2014-2021 (USD Million)
Table 46 External Defibrillators Market Size, by Region, 2014-2021 (USD Million)
Table 47 External Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 48 Manual External Defibrillators Market Size, by Region, 2014-2021 (USD Million)
Table 49 Automated External Defibrillators Market Size, by Region, 2014-2021 (USD Million)
Table 50 Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 51 North America: Pacemakers Market Size, by Country, 2014-2021 (USD Million)
Table 52 Europe: Pacemakers Market Size, by Country, 2014-2021 (USD Million)
Table 53 Asia: Pacemakers Market Size, by Country, 2014-2021 (USD Million)
Table 54 RoW: Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 55 Pacemakers Market Size, by Type, 2014-2021 (USD Million)
Table 56 Implantable Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 57 External Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 58 Pacemakers Market Size, by Technology, 2014-2021 (USD Million)
Table 59 Dual-Chamber Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 60 Single-Chamber Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 61 Pacemakers Market Size, by Type, 2014-2021 (USD Million)
Table 62 Traditional Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 63 Remote Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 64 CRT Devices Market Size, by Type, 2014-2021 (USD Million)
Table 65 CRT Devices Market Size, by Region, 2014-2021 (USD Million)
Table 66 North America: CRT Devices Market Size, by Country, 2014-2021 (USD Million)
Table 67 Europe: CRT Devices Market Size, by Country, 2014-2021 (USD Million)
Table 68 Asia: CRT Devices Market Size, by Country, 2014-2021 (USD Million)
Table 69 RoW: CRT Devices Market Size, by Region, 2014-2021 (USD Million)
Table 70 Cardiac Resynchronization Therapy Defibrillators Market Size, by Region, 2014-2021 (USD Million)
Table 71 Cardiac Resynchronization Therapy Pacemakers Market Size, by Region, 2014-2021 (USD Million)
Table 72 Global CM and CRM Devices Market, by End User, 2014-2021 (USD Million)
Table 73 Home and Ambulatory Care Market Size, by Region, 2014-2021 (USD Million)
Table 74 North America: Home and Ambulatory Care Market Size, by Country, 2014-2021 (USD Million)
Table 75 Europe: Home and Ambulatory Care Market Size, by Country, 2014-2021 (USD Million)
Table 76 Asia: Home and Ambulatory Care Market Size, by Country, 2014-2021 (USD Million)
Table 77 RoW: Home and Ambulatory Care Market Size, by Region, 2014-2021 (USD Million)
Table 78 Hospitals Market Size, by Region, 2014-2021 (USD Million)
Table 79 North America: Hospitals Market Size, by Country, 2014-2021 (USD Million)
Table 80 Europe: Hospitals Market Size, by Country, 2014-2021 (USD Million)
Table 81 Asia: Hospitals Market Size, by Country, 2014-2021 (USD Million)
Table 82 RoW: Hospitals Market Size, by Country, 2014-2021 (USD Million)
Table 83 Other End Users Market Size, by Region, 2014-2021 (USD Million)
Table 84 North America: Other End Users Market Size, by Country, 2014-2021 (USD Million)
Table 85 Europe: Other End Users Market Size, by Country, 2014-2021 (USD Million)
Table 86 Asia: Other End Users Market Size, by Country, 2014-2021 (USD Million)
Table 87 RoW: Other End Users Market Size, by Country, 2014-2021 (USD Million)
Table 88 CM and CRM Devices Market Size, by Region, 2014-2021 (USD Million)
Table 90 North America: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 91 North America: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 92 North America: ECG Devices Market Size, by Type, 2014-2021 (USD Million)
Table 93 North America: Event Monitoring Devices Market Size, by Type, 2014-2021 (USD Million)
Table 94 North America: Event Monitoring Devices Market Size, by Technology, 2014-2021 (USD Million)
Table 95 North America: COM Devices Market Size, by Type, 2014-2021 (USD Million)
Table 96 North America: Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 97 North America: External Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 98 North America: Pacemakers Market Size, by Type, 2014-2021 (USD Million)
Table 99 North America: Pacemakers Market Size, by Implantability, 2014-2021 (USD Million)
Table 100 North America: Pacemakers Market Size, by Technology, 2014-2021 (USD Million)
Table 101 North America: CRT Devices Market Size, by Type, 2014-2021 (USD Million)
Table 102 North America: CM and CRM Devices Market Size, by End User, 2014-2021 (USD Million)
Table 103 U.S.: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 104 U.S.: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 105 Canada: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 106 Canada: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 107 Europe: CM and CRM Devices Market Size, by Country/Region, 2014-2021 (USD Million)
Table 108 Europe: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 109 Europe: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 110 Europe: ECG Devices Market Size, by Type, 2014-2021 (USD Million)
Table 111 Europe: Event Monitoring Devices Market Size, by Type, 2014-2021 (USD Million)
Table 112 Europe: Event Monitoring Devices Market Size, by Technology, 2014-2021 (USD Million)
Table 113 Europe: COM Devices Market Size, by Type, 2014-2021 (USD Million)
Table 114 Europe: Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 115 Europe: External Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 116 Europe: Pacemakers Market Size, by Type, 2014-2021 (USD Million)
Table 117 Europe: Pacemakers Market Size, by Technology, 2014-2021 (USD Million)
Table 118 Europe: Pacemakers Market Size, by Implantability, 2014-2021 (USD Million)
Table 119 Europe: CRT Devices Market Size, by Type, 2014-2021 (USD Million)
Table 120 Europe: CM and CRM Devices Market Size, by End User, 2014-2021 (USD Million)
Table 121 Germany: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 122 Germany: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 123 France: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 124 France: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 125 U.K.: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 126 U.K.: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 127 Italy: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 128 Italy: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 129 Spain: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 130 Spain: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 131 Roe: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 132 Roe: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 133 Asia: CM and CRM Devices Market Size, by Country/Region, 2014-2021 (USD Million)
Table 134 Asia: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 135 Asia: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 136 Asia: ECG Devices Market Size, by Type, 2014-2021 (USD Million)
Table 137 Asia: Event Monitoring Devices Market Size, by Type, 2014-2021 (USD Million)
Table 138 Asia: Event Monitoring Devices Market Size, by Technology, 2014-2021 (USD Million)
Table 139 Asia: COM Devices Market Size, by Type, 2014-2021 (USD Million)
Table 140 Asia: Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 141 Asia: External Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 142 Asia: Pacemakers Market Size, by Type, 2014-2021 (USD Million)
Table 143 Asia: Pacemakers Market Size, by Implantability, 2014-2021 (USD Million)
Table 144 Asia: Pacemakers Market Size, by Technology, 2014-2021 (USD Million)
Table 145 Asia: CRT Devices Market Size, by Type, 2014-2021 (USD Million)
Table 146 Asia: CM and CRM Devices Market Size, by End User, 2014-2021 (USD Million)
Table 147 Japan: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 148 Japan: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 149 China: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 150 China: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 151 India: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 152 India: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 153 RoA: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 154 RoA: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 155 RoW: CM and CRM Devices Market Size, by Country/Region, 2014-2021 (USD Million)
Table 156 RoW: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 157 RoW: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 158 RoW: ECG Devices Market Size, by Type, 2014-2021 (USD Million)
Table 159 RoW: Event Monitoring Devices Market Size, by Type, 2014-2021 (USD Million)
Table 160 RoW: Event Monitoring Devices Market Size, by Technology, 2014-2021 (USD Million)
Table 161 RoW: COM Devices Market Size, by Type, 2014-2021 (USD Million)
Table 162 RoW: Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 163 RoW: External Defibrillators Market Size, by Type, 2014-2021 (USD Million)
Table 164 RoW: Pacemakers Market Size, by Type, 2014-2021 (USD Million)
Table 165 RoW: Pacemakers Market Size, by Implantability, 2014-2021 (USD Million)
Table 166 RoW: Pacemakers Market Size, by Technology, 2014-2021 (USD Million)
Table 167 RoW: CRT Devices Market Size, by Type, 2014-2021 (USD Million)
Table 168 RoW: CM and CRM Devices Market Size, by End User, 2014-2021 (USD Million)
Table 169 Brazil: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 170 Brazil: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 171 Other Row Countries: CM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 172 Other Row Countries: CRM Devices Market Size, by Product, 2014-2021 (USD Million)
Table 173 Product Launches and Approvals, 2014-2016
Table 174 Agreements, Partnerships, and Collaborations, 2014-2016
Table 175 Mergers & Acquisitions, 2014-2016
Table 176 Expansions, 2014-2016

List of Figures
Figure 1 Research Design: Cardiac Monitoring and Cardiac Rhythm Management Devices Market
Figure 2 Cardiac Monitoring and Cardiac Rhythm Management Devices Market: Top Down Approach
Figure 3 Cardiac Monitoring and Cardiac Rhythm Management Devices Market: Bottom-Up Approach
Figure 4 Breakdown of Primary Interviews: by Company Type, Designation, and Region
Figure 5 Market Data Triangulation Methodology
Figure 6 Defibrillators Will Continue to Dominate the CM & CRM Devices Market During the Forecast Period
Figure 7 Home and Ambulatory Care End-User Segment to Hold Largest Market Share in 2016
Figure 8 Geographical Snapshot: High Growth Expected in Emerging Asian Markets During the Forecast Period
Figure 9 Increasing Incidences of Cardiovascular Disease to Drive Market Growth
Figure 10 Defibrillators Segment Expected to Account for the Largest Market Share in 2016
Figure 11 Asia to Grow at the Highest Rate During the Forecast Period
Figure 12 Home and Ambulatory Care End-User Segment is Expected to Account for the Major Market Share in 2016
Figure 13 Asian Market Showcases Lucrative Growth Opportunities During the Forecast Period
Figure 14 Increasing Incidence of CVDS and the Emergence of Advanced Technologies Are Expected to Boost Market Growth During the Forecast Period
Figure 15 ECG Devices Segment is Expected to Account for the Largest Share of the Cardiac Monitoring Devices Market in 2016
Figure 16 Defibrillators Segment is Expected to Account for the Largest Share of the CRM Devices Market in 2016
Figure 17 Home and Ambulatory Care End-User Segment to Account for the Largest Share of the Market in 2016
Figure 18 Geographic Snapshot (2016): High-Growth Markets Emerging As New Revenue Pockets
Figure 19 North America to Dominate the Global CM & CRM Market in 2016
Figure 20 North America: Cardiac Monitoring & Cardiac Rhythm Management Market Snapshot
Figure 21 Germany Held the Largest Share of the European CM & CRM Market
Figure 22 China to Witness the Highest Growth in the Asian CM & CRM Devices Market
Figure 23 Asia: Cardiac Monitoring & Cardiac Rhythm Management Market Snapshot
Figure 24 Brazil to Witness the Highest Growth in the Row Cardiac Markers & Cardiac Rhythm Management Market
Figure 25 Product Launches and Approvals Was the Key Growth Strategy Adopted by Market Players Between 2014 and 2016
Figure 26 Battle for Market Share: Product Launches & Approvals Was the Key Growth Strategy Adopted by Market Players From 2014 to 2016
Figure 27 Geographic Revenue Mix of the Top Five Market Players
Figure 28 Company Snapshot: Medtronic Plc
Figure 29 St. Jude Medical, Inc.: Company Snapshot
Figure 30 Boston Scientific Corporation: Company Snapshot
Figure 31 GE Healthcare: Company Snapshot
Figure 32 Philips Healthcare: Company Snapshot
Figure 33 Livanova Plc: Company Snapshot

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