ECG Cable and ECG Leadwires Market by Material (Thermoplastic Elastomer, TPU), Usability (Reusable, Disposable), ECG Leadwires by Machine Type (3 lead, 5 lead), Patient Care Setting (Long term care facilities, Home care) - Forecast to 2021

Description:
Factors such as growing geriatric population, rising incidences of cardiovascular diseases, rising disposable income, and technological advancements are driving the growth of this market during the forecast period.

In addition, rapidly developing Asian countries are offering significant growth opportunities for players in the ECG cables and ECG leadwire market. However, high cost of disposable cables is one of the major factors restraining the market growth.

This report segments the ECG cables and ECG leadwires on the basis of material, usability, leadwires by machine type, patient care setting and regions.

- Based on material, the ECG cables and ECG leadwires market is divided into TPU (thermoplastic polyurethane), TPE (thermoplastic elastomer) and other materials (Silicone, PVC)
- Based on usability, the ECG cables and ECG leadwires market is segmented into reusable and disposable
- Based on ECG leadwires market, by type, is divided into single-lead ECG leadwire, 3-lead ECG leadwire, 5-lead ECG leadwire, 6-lead ECG leadwire, 12-lead ECG leadwire and other leadwires (15- and 18-leadwires)
- Based on patient care setting, the ECG cables and ECG leadwires market is segmented into the hospitals, clinics, long term care facilities and ambulatory and hospital care
- On the basis of regions, the ECG cables and ECG leadwires market is segmented into North America, Europe, Asia-Pacific, and the Rest of the World

In 2015, North America accounted for the largest share of the global ECG cables and ECG leadwires market. Asia-Pacific is expected to witness the fastest growth during the forecast period.

The key players in this market are:

- 3M Company (U.S.)
- Becton Dickinson and Company (U.S.)
- Medtronic plc (Ireland)
- Koninklijke Philips N.V. (The Netherlands)
- Mindray Medical International Limited (China)
- Curbell Medical Products Inc. (U.S.)
- Welch Allyn Inc. (U.S.)
- CONMED Corporation (U.S.)
- OSI Systems Inc. (U.S.)
- SCHILLER AG (Switzerland)

Research Coverage:

The report provides a picture on ECG cables and ECG leadwires across different industry verticals and regions. It aims at estimating the market size and future growth potential of this market across different segments such as material, usability, leadwires by machine type, patient care setting and regions.

Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, SWOT analysis, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in this market by providing them the closest approximations of the revenue numbers for the overall ECG cables and ECG leadwires market and the subsegments.
This report will help stakeholders to better understand the competitor landscape and gain more insights to better position their businesses and make suitable go-to-market strategies. The report also helps the stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms in garnering a greater market share.

Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for increasing their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios offered by the top players in the ECG cables and ECG leadwires market. The report analyzes the ECG cables and ECG leadwires market by material, usage, leadwires by type, end users and region
- Product Development/Innovation: Detailed insights on the upcoming trends, research and development activities, and new product launches in the ECG cables and ECG leadwires market
- Market Development: Comprehensive information about the lucrative emerging markets, by product and region
- Market Diversification: Exhaustive information about new products, growing geographies, recent developments, and investments in the ECG cables and ECG leadwires market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, products, and manufacturing capabilities of leading players in the ECG cables and ECG leadwires market

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