

# **Asia Pacific Cardiac Pacemaker Market Outlook to 2019 - Rise in Cardiac Disorders and Growing Awareness among People to Drive the Demand**

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## **Abstracts**

The report titled “Asia Pacific Cardiac Pacemaker Market Outlook to 2019 – Rise in Cardiac Disorders and Growing Awareness among People to Drive the Demand” provides a comprehensive analysis of cardiac pacemaker market in Asia. The report covers various aspects such as market size of cardiac pacemaker market, segmentation on the basis of therapeutic specification, implantability, number of chambers, and volume of exports and imports for cardiac pacemakers. The report is useful for pharmaceuticals companies, retail chains, consultants, healthcare professionals and new players venturing in the market. The market is dominated by few global players including Medtronic, Biotronik, Boston scientific and others.

## **Asia Pacific Region**

The cardiac pacemaker market in Asia Pacific is driven by rising demand and investment level of government, registered revenues of USD ~ million in 2014. With the advent of new cardiac pacemaker manufacturers in the industry, the revenues increased by 11.8% compared to 2013 where the total revenues were USD ~ million. Each segment in the cardiac pacemaker market is subject to a gamut of different factors such as prevalence rate of cardiac disorders, price cuts and number of players in the market plays an important role in determining their respective revenues. The cardiac pacemaker market of Asia has grown at a CAGR of 12.4% from USD ~ million in 2009 to USD ~ million in 2014. In more developed markets of Asia-Pacific region, including countries such as Japan and China, the offerings from the market players are expected to be diverse, focused mainly on customized demands. Additionally, the market is predicted to witness expansion in terms of the new and innovative pacemakers because of rising cardiac related incidences and growing awareness. The Asia-Pacific cardiac

pacemaker market is expected to grow at a CAGR of 15.2% from 2014-2019 on account of increasing affluence of consumers towards healthy lifestyles and treatment of cardiac disorders in the recent years.

The Asia cardiac pacemaker market is comprised of global manufacturers that specialize in designing, manufacturing of their products. Global market revenues of Medtronic from sale of anti-cancer drugs have increased noticeably to USD ~ million in 2014, making it the largest player in cardiac pacemaker space. Biotronik was the second largest player in 2014. An inclination in the death rates of cardiac patients due lack of proper treatment provides and a huge opportunity to pharmaceutical companies to deliver effective pacemaker products in the market and thus contributing to higher revenue of cardiac pacemaker market.

The market for Cardiac pacemaker in Asia-Pacific is changing at a rapid rate. Furthermore, new upcoming pacemakers, investment by government on Healthcare as well as competitive pressures have been significantly changing the market.

## **India**

The cardiac pacemaker market in India, which is driven by the development of new and innovative cardiac pacemakers, involving move from pacemakers with VVIR to MRI Pacemakers has registered revenues of INR ~ million in 2014. With the entry of new cardiac pacemaker manufacturers in the industry, the revenues increased by ~% compared to 2013 where the total revenues was INR ~ million. A major factor that has contributed to such a stupendous growth of this market is advances in technologies. Owing to this advancement in technology, the cardiac health issues are diagnosed much frequently and thus better treatment can be provided to the patients. The cardiac pacemaker market of India has grown at a CAGR of ~% from INR ~ million in 2009 to INR ~ million in 2014. The main competitors' in India oncology space include Boston scientific, Medtronic and Medived Innovations amongst others. The India Cardiac pacemaker market is expected to grow at a CAGR of 18.5% from 2014-2019 due to greater influx of patients in cardiac care centers which has originated from rising awareness among the people about the right place for best treatment and will continue to escalate the growth of cardiac treatment in India.

## **China**

China has witnessed continuous and substantial rise in frequency of cardiac cases as well as deaths caused by cardiac disorders. This rapid rise has been attributed to

factors such as changing lifestyles and dietary patterns, increasing consumption of tobacco, heavy smoking and several other proximate causes. The revenue of cardiac pacemaker market in China increased by 13.1% compared to 2013 where the total revenues was USD ~ million. The market has grown at a CAGR of 20.8% from USD ~million in 2009 to USD ~ million in 2014. The China cardiac pacemaker has been anticipated to incline at a CAGR of 20.9% to USD ~ million in 2019.

## **Japan**

The cardiac pacemaker market in Japan in the future is envisaged to augment at a CAGR of 13.0% during 2014-2019. The revenues are expected to reach USD ~ million by 2019. Japan cardiac pacemaker market revenues have inclined at a CAGR of 8.7% from USD ~ million in 2009 to USD ~ million in 2014. The cardiac pacemaker market in Japan has been primarily dominated by the internal pacemakers, which has commanded a massive share of ~% in the overall revenues of the cardiac pacemaker market during 2014. Japan cardiac pacemaker market in the outlook period, is likely to augment at a positive CAGR of 13.0% during 2014-2019, owing to consistent surging growth of cardiac disorders and innovations by these major players, coupled with enhancement in production capacity as well as extension in the coverage areas, towards newer states and expanding to newer geographies

## **South Korea**

South Korea's has highly fragmented cardiac pacemaker market, where major proportion of the market being covered by global pharmaceutical companies and very less in hands of local pharmaceutical companies. The sales of pacemaker were registered as USD ~ million in 2009 which grew at a CAGR of 24.6% to reach USD ~ million in 2014.

## **Key Topics Covered in the Report:**

The market size of the cardiac pacemaker market in Asia

The market size of the internal and external pacemaker in Asia cardiac pacemaker market.

The market size of the local and global players in Asia cardiac pacemaker market.

The market size of the India cardiac pacemaker, China cardiac pacemaker, Japan cardiac pacemaker market and South Korea cardiac pacemaker market.

Market segmentation of the cardiac pacemaker on the basis of implantability, number of chambers and specifications

SWOT and Porter Five force Analysis of India, China and Japan cardiac pacemaker market.

Trends and Development in the Asia cardiac pacemaker market.

Government Regulations in the India and China cardiac pacemaker market.

Competitive landscape detailed company profiles and market share of the major manufacturers of cardiac pacemaker in Asia as well as India, China, Japan and others

Macro Economic factors affecting India, China and Japan cardiac pacemaker market.

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