

Global Photoplethysmography (PPG) Biosensors Market Size study & Forecast, by Product (Smart Watches, Pulse Oximeters, Smart Wrist Bands, Others), by Application (Heart Rate Monitoring, Blood-oxygen Saturation, Blood Pressure, Others), by Distribution (Pharmacies, Electronic Stores, E-commerce, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Photoplethysmography (PPG) Biosensors Market is valued at approximately USD 445.97 million in 2022 and is anticipated to grow with a healthy growth rate of more than 10.8% over the forecast period 2023-2030. Photoplethysmography (PPG) is a non-invasive optical technique used to detect blood volume changes in the microvascular bed of tissue. PPG biosensors are devices that use this technique to measure various physiological parameters, primarily through the analysis of the pulsatile component of the PPG signal. These sensors are commonly used in medical and wearable technology applications for monitoring heart rate, blood oxygen saturation, and other vital signs. The Photoplethysmography (PPG) Biosensors market is expanding because of factors such as rising prevalence of cardiovascular diseases and rising demand for smart wearables. As a result, the demand of Photoplethysmography (PPG) Biosensors has progressively increased in the international market during the forecast period 2023-2030.

The increasing prevalence of cardiovascular diseases drives research into new diagnostic and monitoring tools. PPG technology is continually evolving, and researchers are working on improving its accuracy and expanding its capabilities. As the understanding of cardiovascular diseases deepens, PPG biosensors become more sophisticated and specialized for specific cardiovascular related applications. According

to the American Heart Association, cardiovascular diseases are projected around 17.3 million deaths globally every year. And the cases are estimated to rise about 23.6 million by 2030. Furthermore, as per the CDC report of October 2022, coronary heart disease is recorded as the most common form of heart disease, and nearly 20.1 million adults aged 20 and over have coronary artery disease approximately 7.2%. Another important factor drives the Photoplethysmography Biosensors market is increasing demand for smart wearables. Smart wearables have become popular tools for tracking users' health and fitness. PPG biosensors play a crucial role in these devices by providing data on heart rate and SpO2, which is essential for activities like tracking workouts, monitoring sleep patterns, and assessing overall health. In addition, as per Statista, global end-user spending on wearable device accounts USD 81.5 billion in 2021, and reached up to USD 90 billion in 2022. Moreover, growing geriatric population and technological advancements in photoplethysmography (ppg) biosensors is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, the high cost of Photoplethysmography (PPG) Biosensors and disadvantages over ECG sensors is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Photoplethysmography (PPG) Biosensors Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rising prevalence of CVD and rising penetration of innovative cardiovascular technologies and sophisticated healthcare facilities in the region. The region's dominant performance is anticipated to propel the overall demand of Photoplethysmography (PPG) Biosensors. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as rising penetration of smartwatches in the region. The integration of PPG biosensors in smartwatches has led to a growing demand for these sensors. Smartwatches have become one of the primary platforms for health and fitness monitoring, and PPG sensors are a key component for tracking vital signs such as heart rate and blood oxygen levels.

Major market player included in this report are:

Fitbit, Inc

Apple Inc

Texas Instruments Incorporated

LifeQ Inc

Murata Manufacturing Co., Ltd

Silicon Laboratories Inc.

MediaTek Inc.

Maxim Integrated Products, Inc

Valencell, Inc

edNet GmbH

Recent Developments in the Market:

In January 2023, Epicore Biosystems, a digital health company has developed an advanced sweat-sensing wearables to provide real-time personalised hydration insights for performance and safety, announced that its new Connected Hydration sweat patch and mobile app unveiled at the 2023 Consumer Electronics Show (CES) in Las Vegas. Connected Hydration, the first wearable to continuously measure sweat fluid and electrolyte losses while monitoring skin temperature and movement, is designed for industrial athletes working in labor-intensive industries such as energy, clean tech, construction, mining, utilities, agriculture, trucking, warehouse packaging, and more. Connected Hydration warns wearers when their fluid loss reaches 2% of body weight via real-time alarms and vibrations aboard the device, preventing dehydration.

Global Photoplethysmography (PPG) Biosensors Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive

Landscape, Growth factors, and Trends

Segments Covered - Product, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Smart Watches

Pulse Oximeters

Smart Wrist Bands

Others

By Application:

Heart Rate Monitoring

Blood-oxygen Saturation

Blood Pressure

Others

By Distribution Channel

Pharmacies

Electronic Stores

E-commerce

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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