

# Automated External Defibrillator (AED)- Market Insights, Competitive Landscape and Market Forecast–2026

<https://marketpublishers.com/r/ABB62390ADD6EN.html>

Date: January 2022

Pages: 100

Price: US\$ 4,750.00 (Single User License)

ID: ABB62390ADD6EN

## Abstracts

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Automated External Defibrillators (Aed) Market By Product Type (Wearable And Non-Wearable), By End User (Hospitals, Ambulatory Surgical Centers, And Others), And by geography is expected to grow at a steady CAGR forecast till 2026 owing to increasing prevalence of cardiovascular diseases such as sudden cardiac arrest and lifestyle disorders such as hypertension

Global Automated External Defibrillators (AED) Market is estimated to grow at 8.62% CAGR during the forecast period from 2021 to 2026. The demand for automated external defibrillators is primarily being boosted by increasing geriatric population, rising prevalence of cardiovascular diseases, innovation in product development thereby contributing in the overall growth of the automated external defibrillators market during the forecast period from 2021-2026.

Automated External Defibrillators Market Dynamics:

The automated external defibrillators market is witnessing a growth in product demand owing to various factors, one of the key factors being the increase in the prevalence of cardiovascular diseases. Cardiovascular diseases (CVD) are the world's leading cause of death, killing an estimated 17.9 million people each year, according to data from the World Health Organization (2021). Some of the CVDs include myocardial infarction, congestive heart failure, acute coronary syndrome, and other conditions. In addition to the above-mentioned stats, the previously mentioned source further stated that more than four-fifths of deaths from cardiovascular diseases are primarily due to stroke and

heart attack, and one-third of these deaths affect people under the age of 70. Automated external defibrillators are extensively used in reviving the heart in cases of cardiac arrest. Therefore, the increase in the prevalence of cardiovascular diseases is projected to result in the growing demand for AEDs, thereby contributing in the growth of the automated external defibrillators market during the forecast period from 2021-2026.

Moreover, another key factor responsible for driving the demand for automated external defibrillators is the increasing prevalence of lifestyle disorders such as hypertension that pose as a major risk factor in the causation of cardiac arrest. According to the data provided by the WHO on hypertension, as of 2021, near about 1.28 billion adults in the age group of 30-79 years across the globe have hypertension. High blood pressure has been reported to cause damage to the heart muscle thereby increasing the chances of sudden cardiac arrest. Furthermore, the above-mentioned stated that approximately 46% of adults with hypertension are unaware that they have the condition which further increases the likelihood of cardiac arrest. Therefore, this may indicate that the growing hypertensive population may result in the higher demand for automated external defibrillators owing to increased probability of cardiac arrest in patients suffering from hypertension, thereby taking the automated external defibrillators market growth forward during the forecast period (2021-2026).

Moreover, the advancements in product development such as the development of wearable automated external defibrillators is further expected to aid in the growth of the global automated external defibrillators market.

However, device-related complications and limited AED accessibility may restrict the automated external defibrillators market growth.

The AEDs market experienced a period of temporary setback as lockdown restrictions were enforced as a necessary step to curb the spread of COVID-19. One of the important steps in this was suspension of outdoor activities in general with the shutting down of recreational facilities and many healthcare facilities as well. This reduced the demand for AEDs in the market as most of the public places were shut down where in AEDs are extensively employed for emergency situations. Nevertheless, the automated external defibrillators market is in a recovery phase, and with the approval and administration of numerous COVID-19 vaccines around the world, activities in various fields including healthcare services and public spaces being opened up, and the AEDs is predicted to grow at significant revenue during the forecast period.

## Automated External Defibrillators Market Segment Analysis:

Automated External Defibrillators (AED) Market by Product Type (Wearable and Non-Wearable), by End User (Hospitals, Ambulatory Surgical Centers, and Others), and by Geography (North America, Europe, Asia-Pacific, and Rest of the World)

In the product segment of the automated external defibrillators market, the wearable product category is expected to register a faster growth during the forecast period. This can be ascribed to their advantages such as the placement of the device does not require an invasive surgery, and it can be easily put on and taken off. Additionally, their utility in being used as a bridge to an implantable cardioverter-defibrillator (ICD), heart transplantation, or left ventricular assist device. It is also indicated to be used in patients in whom ICDs are contraindicated or in events when a permanently implanted ICD must be explanted because of infection. These are programmable devices that help patients stay prepared in events of sudden onset of cardiac arrest in the absence of medical help.

Therefore, the advantages offered by the wearable automated external defibrillators is predicted to contribute in the increasing demand for this product type thereby driving the growth of the overall automated external defibrillators market during the forecast period.

North America is expected to dominate the Overall Automated External Defibrillators Market:

Among all the regions, North America is estimated to account for the largest share in the automated external defibrillators market. Owing to significance of key growth factors such as rising prevalence of sudden cardiac arrest due to the increasing prevalence of obesity, hypertension and diabetes, the aging population, and rising government initiatives regarding disease treatment awareness, the North America automated external defibrillators market is expected to witness positive growth. Furthermore, high disposable income, sophisticated healthcare infrastructure, new product approvals, and high awareness also helped the market growth in this region.

One of the key reasons positively influencing the growth of the United States automated external defibrillators market is the rising prevalence of sudden cardiac arrest in the US population. As per the latest data provided by a US-based organization, Sudden Cardiac Arrest Foundation, over 356,000 out-of-hospital cardiac arrests (OHCA) are reported annually in the U.S. with nearly 90% of them presenting with fatal consequences. AEDs have been proven to be extremely beneficial in treating OHCA as

they rapidly detect the SH rhythms on electrocardiogram (ECG) and deliver a counter-shock to recover the normal sinus rhythms of the heart from the distorted cardiac electrical activity. Therefore, the rising incidence of sudden cardiac arrests in the country is expected to aid in the growing need for AEDs thereby resulting in increase in product demand aiding in the growth of the United States automated external defibrillators market.

Moreover, the rising prevalence of lifestyle disorders such as the hypertension and diabetes is also considered as a key factor in the growing number of cases of cardiac arrests. As per the data provided by the Centers for Disease Control and Prevention (2021), in 2018, near about 116 million people in the United States suffered from hypertension. Additionally, the data stated in the National Diabetes Report of the CDC, in 2020, 34.2 million Americans had diabetes and near about 88 million American adults exhibited prediabetic levels. Both hypertension and diabetes are considered to be one of the key risk factors for the development of atrial fibrillation in patients and in turn make them susceptible to increased chances of stroke. Strokes are considered as a medical emergency and urgent treatment is essential because the sooner a person receives treatment for a stroke, the less damage is likely to happen and an AED plays as extremely crucial part in the administration of treatment. Therefore, the presence of large patient population suffering from hypertension and diabetes correlates to the presence of a high patient population suffering from heart diseases such as strokes and cardiac arrests which would indicate the growing need for automated external defibrillators, thereby resulting in increase in product demand supporting the growth of the United States automated external defibrillators market as well as the overall North America automated external defibrillators market during the forecast period.

Coupled with the factors mentioned above, the increasing interest of product manufacturers in the region also helps in boosting the regional product demand. For instance, in December 2019, Stryker launched the company's newest defibrillation solution, the LIFEPAK® CR2 defibrillator with LIFELINKcentral™ AED program manager, in the United States. Such measures help in gaining the market share for the manufacturers as well as benefit end users in terms of better product pricing from the competition standpoint, thereby driving the North America AED market forward during the forecast period.

#### Automated External Defibrillators Market Key Players:

Some of the key market players operating in the automated external defibrillators market includes Koninklijke Philips N.V., Stryker, NIHON KOHDEN CORPORATION,

SCHILLER, ZOLL Medical Corporation, Kestra Medical Technologies, Inc., BPL Medical Technologies, MEDIANA Co., Ltd, Shenzhen Mindray Bio-Medical Electronics Co., Ltd, Meditech Equipment Co.,Ltd, HEARTHERO, Metrax GmbH, Progetti Srl, Bexen Cardio, Triviron Healthcare, Amiitalia, US DEFIB MEDICAL TECHNOLOGIES, LLC, Instramed Industria Medica Hospitalar Ltda., Axion Ltd, CardiAid and others.

## RECENT DEVELOPMENTAL ACTIVITIES IN AUTOMATED EXTERNAL DEFIBRILLATORS MARKET:

In August 2021, Kestra™ Medical Technologies, Inc. announced that the company received the premarket approval from the U.S. Food and Drug Administration (FDA) for the ASSURE® Wearable Cardioverter Defibrillator (WCD) system.

In June 2021, Rapid Response Revival (RRR) earned CE mark certification in Europe for their personal automated external defibrillator (AED), CellaED.

In November 2020, HeartHero received the CE mark approval for their automated external defibrillator (AED) device—Elliot.

## Key Takeaways from the Automated External Defibrillators Market Report Study

? Market size analysis for current automated external defibrillators market size (2020), and market forecast for 5 years (2021-2026)

? The effect of the COVID-19 pandemic on this market is significant. To capture and analyze suitable indicators, our experts are closely watching the automated external defibrillators market.

? Top key product/services/technology developments, merger, acquisition, partnership, joint venture happened for last 3 years

? Key companies dominating the Global Automated External Defibrillators Market.

? Various opportunities available for the other competitor in the Automated External Defibrillators Market space.

? What are the top performing segments in 2020? How these segments will perform in

2026.

? Which is the top-performing regions and countries in the current automated external defibrillators market scenario?

? Which are the regions and countries where companies should have concentrated on opportunities for automated external defibrillators market growth in the coming future?

Target Audience who can be benefited from this Automated External Defibrillators Market Report Study

? Automated External Defibrillators products providers

? Research organizations and consulting companies

? Automated External Defibrillators-related organizations, associations, forums, and other alliances

? Government and corporate offices

? Start-up companies, venture capitalists, and private equity firms

? Distributors and Traders dealing in automated external defibrillators

? Various End-users who want to know more about the Automated External Defibrillators market and latest technological developments in the Automated External Defibrillators market.

Frequently Asked Questions for Automated External Defibrillators Market:

1. What are Automated External Defibrillators?

Automated external defibrillators (AEDs) are portable, life-saving devices that are employed in the treatment of people experiencing sudden cardiac arrest.

2. What is the market for Global Automated External Defibrillators?

Global Automated External Defibrillators (AED) Market is estimated to grow at 8.62% CAGR during the forecast period from 2021 to 2026.

### 3. What are the drivers for Global Automated External Defibrillators Market?

The demand for automated external defibrillators is primarily being boosted by increasing incidence of peripheral nerve injuries due to increase in trauma cases and growing prevalence of lifestyle disorders such as hypertension and diabetes, increasing prevalence of cancers, and innovation in product development thereby contributing in the growth of the automated external defibrillators market during the forecast period from 2021-2026.

### 4. Who are the key players operating in Global Automated External Defibrillators Market?

Some of the key market players operating in the automated external defibrillators market includes Koninklijke Philips N.V., Stryker, NIHON KOHDEN CORPORATION, SCHILLER, ZOLL Medical Corporation, Kestra Medical Technologies, Inc., BPL Medical Technologies, MEDIANA Co., Ltd, Shenzhen Mindray Bio-Medical Electronics Co., Ltd, Meditech Equipment Co.,Ltd, HEARTHERO, Metrax GmbH, Progetti Srl, Bexen Cardio, Triviron Healthcare, Amiitalia, US DEFIB MEDICAL TECHNOLOGIES, LLC, Instramed Industria Medica Hospitalar Ltda., Axion Ltd, CardiAid and others.

### 5. Which region has the highest share in Automated External Defibrillators market?

North America is expected to dominate the overall Automated External Defibrillators market during the forecast period, 2021 to 2026. Owing to significant growth factors such as rising prevalence peripheral nerve injuries due to the increasing prevalence of diabetes, hypertension, obesity, the aging population, rising prevalence of various types of cancers and rising government initiatives regarding disease treatment awareness, the North America Automated External Defibrillators Market is expected to witness positive growth. Furthermore, high disposable income, sophisticated healthcare infrastructure, new product approvals, and increased awareness also propelled the market growth in this region.?

## Contents

### **1.AUTOMATED EXTERNAL DEFIBRILLATORS MARKET REPORT INTRODUCTION**

### **2.AUTOMATED EXTERNAL DEFIBRILLATORS MARKET EXECUTIVE SUMMARY**

- 2.1 Scope of the Study
- 2.2 Market at Glance
- 2.3 Competitive Assessment
- 2.4 Financial Benchmarking

### **3. REGULATORY AND PATENT ANALYSIS**

- 3.1 The United States
- 3.2 Europe
- 3.3 Japan
- 3.4 China

### **4. AUTOMATED EXTERNAL DEFIBRILLATORS MARKET KEY FACTORS ANALYSIS**

- 4.1 Automated External Defibrillators Market Drivers
  - 4.1.1 Rising Prevalence of Cardiovascular Diseases
  - 4.1.2 Increasing Prevalence of Lifestyle Disorders such as Diabetes and Hypertension
  - 4.1.3 Increasing Geriatric Population
  - 4.1.4 Technical Innovation in Product Development
- 4.2 Automated External Defibrillators Market Restraints and Challenges
  - 4.2.1 Device-Related Complications
  - 4.2.2 Limited AED Accessibility
- 4.3 Automated External Defibrillators Market Opportunities
  - 4.3.1 Investing on Home-use Centric AEDs
  - 4.3.2 Improving coverage of AEDs in Public Spaces in Rural Settings

### **5. AUTOMATED EXTERNAL DEFIBRILLATORS MARKET PORTER'S FIVE FORCES ANALYSIS**

- 5.1 Bargaining Power of Suppliers
- 5.2 Bargaining Power of Consumers
- 5.3 Threat of New Entrants



5.4 Threat of Substitutes

5.5 Competitive Rivalry

## **6. COVID-19 IMPACT ANALYSIS ON AUTOMATED EXTERNAL DEFIBRILLATORS MARKET**

## **7. AUTOMATED EXTERNAL DEFIBRILLATORS MARKET LAYOUT**

7.1 By Product Type

7.1.1 Wearable

7.1.2 Non-wearable

7.2 By End User

7.2.1 Hospitals

7.2.2 Ambulatory Surgical Centers

7.2.3 Homecare Settings

7.2.4 Others

7.3. By Geography

7.3.1 North America

7.3.1.1 North America Automated External Defibrillators Market, by Product Type

7.3.1.2 North America Automated External Defibrillators Market, by End User

7.3.1.3 North America Automated External Defibrillators Market, by Country

7.3.1.3.1 United States

7.3.1.3.2 Canada

7.3.1.3.3 Mexico

7.3.2 Europe

7.3.2.1 Europe Automated External Defibrillators Market, by Product Type

7.3.2.2 Europe Automated External Defibrillators Market, by End User

7.3.2.3 Europe Automated External Defibrillators Market, by Country

7.3.2.3.1 France

7.3.2.3.2 Germany

7.3.2.3.3 United Kingdom

7.3.2.3.4 Italy

7.3.2.3.5 Spain

7.3.2.3.6 Russia

7.3.2.3.7 Rest of Europe

7.3.3 Asia-Pacific

7.3.3.1 Asia-Pacific Automated External Defibrillators Market, by Product Type

7.3.3.2 Asia-Pacific Automated External Defibrillators Market, by End User

7.3.3.3 Asia-Pacific Automated External Defibrillators Market, by Country

- 7.3.3.3.1 China
- 7.3.3.3.2 Japan
- 7.3.3.3.3 India
- 7.3.3.3.4 Australia
- 7.3.3.3.5 South Korea
- 7.3.3.3.6 Rest of Asia Pacific
- 7.3.4 Rest of the World (RoW)
  - 7.3.4.1 RoW Automated External Defibrillators Market, by Product Type
  - 7.3.4.2 RoW Automated External Defibrillators Market, by End User
  - 7.3.4.3 RoW Automated External Defibrillators Market, by Region
    - 7.3.4.3.1 Middle East
    - 7.3.4.3.2 Africa
    - 7.3.4.3.3 South America

## **8. AUTOMATED EXTERNAL DEFIBRILLATORS MARKET GLOBAL COMPANY SHARE ANALYSIS – KEY 3-5 COMPANIES**

## **9. AUTOMATED EXTERNAL DEFIBRILLATORS MARKET COMPANY AND PRODUCT PROFILES**

- 9.1 Koninklijke Philips N.V.
  - 9.1.1. Company Overview
  - 9.1.2. Company Snapshot
  - 9.1.3. Financial Overview
  - 9.1.4 Product Listing
  - 9.1.5. Entropy
- 9.2 Stryker Corporation
  - 9.2.1. Company Overview
  - 9.2.2. Company Snapshot
  - 9.2.3. Financial Overview
  - 9.2.4 Product Listing
  - 9.2.5. Entropy
- 9.3 NIHON KOHDEN CORPORATION
  - 9.3.1. Company Overview
  - 9.3.2. Company Snapshot
  - 9.3.3. Financial Overview
  - 9.3.4 Product Listing
  - 9.3.5. Entropy
- 9.4 SCHILLER

- 9.4.1. Company Overview
- 9.4.2. Company Snapshot
- 9.4.3. Financial Overview
- 9.4.4 Product Listing
- 9.4.5. Entropy
- 9.5 ZOLL Medical Corporation
  - 9.5.1. Company Overview
  - 9.5.2. Company Snapshot
  - 9.5.3. Financial Overview
  - 9.5.4 Product Listing
  - 9.5.5. Entropy
- 9.6 Kestra Medical Technologies, Inc
  - 9.6.1. Company Overview
  - 9.6.2. Company Snapshot
  - 9.6.3. Financial Overview
  - 9.6.4 Product Listing
  - 9.6.5. Entropy
- 9.7 BPL Medical Technologies
  - 9.7.1. Company Overview
  - 9.7.2. Company Snapshot
  - 9.7.3. Financial Overview
  - 9.7.4 Product Listing
  - 9.7.5. Entropy
- 9.8 MEDIANA Co., Ltd
  - 9.8.1. Company Overview
  - 9.8.2. Company Snapshot
  - 9.8.3. Financial Overview
  - 9.8.4 Product Listing
  - 9.8.5. Entropy
- 9.9 Shenzhen Mindray Bio-Medical Electronics Co., Ltd,
  - 9.9.1. Company Overview
  - 9.9.2. Company Snapshot
  - 9.9.3. Financial Overview
  - 9.9.4 Product Listing
  - 9.9.5. Entropy
- 9.10 Meditech Equipment Co.,Ltd
  - 9.10.1. Company Overview
  - 9.10.2. Company Snapshot
  - 9.10.3. Financial Overview

9.10.4 Product Listing

9.10.5. Entropy

#### 9.11 HEARTHERO

9.11.1. Company Overview

9.11.2. Company Snapshot

9.11.3. Financial Overview

9.11.4 Product Listing

9.11.5. Entropy

#### 9.12 Metrax GmbH

9.12.1. Company Overview

9.12.2. Company Snapshot

9.12.3. Financial Overview

9.12.4 Product Listing

9.12.5. Entropy

#### 9.13 Progetti Srl,

9.13.1. Company Overview

9.13.2. Company Snapshot

9.13.3. Financial Overview

9.13.4 Product Listing

9.13.5. Entropy

#### 9.14 Bexen Cardio

9.14.1. Company Overview

9.14.2. Company Snapshot

9.14.3. Financial Overview

9.14.4 Product Listing

9.14.5. Entropy

#### 9.15 Trivitron Healthcare

9.15.1. Company Overview

9.15.2. Company Snapshot

9.15.3. Financial Overview

9.15.4 Product Listing

9.15.5. Entropy

#### 9.16 Amiitalia

9.16.1. Company Overview

9.16.2. Company Snapshot

9.16.3. Financial Overview

9.16.4 Product Listing

9.16.5. Entropy

#### 9.17 US DEFIB MEDICAL TECHNOLOGIES, LLC

9.17.1. Company Overview

9.17.2. Company Snapshot

9.17.3. Financial Overview

9.17.4 Product Listing

9.17.5. Entropy

9.18 Instramed Indústria Médica Hospitalar Ltda

9.18.1. Company Overview

9.18.2. Company Snapshot

9.18.3. Financial Overview

9.18.4 Product Listing

9.18.5. Entropy

9.19 Axion Ltd

9.19.1. Company Overview

9.19.2. Company Snapshot

9.19.3. Financial Overview

9.19.4 Product Listing

9.19.5. Entropy

9.20 CardiAid

9.20.1. Company Overview

9.20.2. Company Snapshot

9.20.3. Financial Overview

9.20.4 Product Listing

9.20.5. Entropy

**10. KOL VIEWS**

**11. PROJECT APPROACH**

**12. ABOUT DELVEINSIGHT**

**13. DISCLAIMER & CONTACT US**

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