

# Global Medical Assistive Technology Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global Medical Assistive Technology market size was valued at USD 25030 million in 2022 and is forecast to a readjusted size of USD 38430 million by 2029 with a CAGR of 6.3% during review period.

Medical Assistive technology (AT) refers to 'assistive products and related systems and services developed for people to maintain or improve functioning and thereby promote well-being'. It allows people with disabilities, ageing individuals, and others who experience limitations in participation in society to live independent, healthy and productive lives by participating in education, work and social activities. AT reduces the burden on caregivers and the need for formal health and support services.

Medical Assistive technology enables and promotes inclusion and participation, especially of persons with disability, aging populations, and people with non-communicable diseases. The primary purpose of assistive products is to maintain or improve an individual's functioning and independence, thereby promoting their well-being. They enable people to live healthy, productive, independent and dignified lives, and to participate in education, the labour market and civic life.

Assistive products maintain or improve an individual's functioning and independence, thereby promoting their well-being. Examples of assistive devices and technologies include wheelchairs, prostheses, hearing aids, visual aids, and specialized computer software and hardware that increase mobility, hearing, vision, or communication capacities.

Global key players of Medical Assistive Technology include Sonova, Demant, WS Audiology, Cochlear and Ottobock , etc. The top five players hold a share about 35%. North America is the largest market, has a share about 31%. In terms of product type, Hearing Aids is the largest segment, occupied for a share of about 45%, and in terms of application, Home Care Settings has a share about 80 percent.

The Global Info Research report includes an overview of the development of the Medical Assistive Technology industry chain, the market status of Home Care Settings (Hearing Aids, Mobility Aids Devices), Hospitals (Hearing Aids, Mobility Aids Devices), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Medical Assistive Technology.

Regionally, the report analyzes the Medical Assistive Technology markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Medical Assistive Technology market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Medical Assistive Technology market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Medical Assistive Technology industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Hearing Aids, Mobility Aids Devices).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Medical Assistive Technology market.

**Regional Analysis:** The report involves examining the Medical Assistive Technology market at a regional or national level. Report analyses regional factors such as

government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Medical Assistive Technology market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Medical Assistive Technology:

**Company Analysis:** Report covers individual Medical Assistive Technology players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Medical Assistive Technology. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Home Care Settings, Hospitals).

**Technology Analysis:** Report covers specific technologies relevant to Medical Assistive Technology. It assesses the current state, advancements, and potential future developments in Medical Assistive Technology areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Medical Assistive Technology market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Medical Assistive Technology market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

## Market segment by Type

%II%Hearing Aids

%II%Mobility Aids Devices

%II%Vision & Reading Aids

%II%Others

Market segment by Application

%II%Home Care Settings

%II%Hospitals

%II%Others

Market segment by players, this report covers

%II%Sonova

%II%Demant

%II%WS Audiology

%II%GN ReSound

%II%OttoBock

%II%Invacare

%II%Enovis

%II%Starkey

%II%Ossur

%II%Rion

%II%Cochlear

%II%Sunrise Medical

%II%Permobil Corp

%II%MED-EL

%II%Pride Mobility

%II%Hoveround Corp

%II%Merits Health Products

%II%Drive Medical

%II%GF Health

%II%Vispero

Market segment by regions, regional analysis covers

%II%North America (United States, Canada, and Mexico)

%II%Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

%II%Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

%II%South America (Brazil, Argentina and Rest of South America)

%II%Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Medical Assistive Technology product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Medical Assistive Technology, with revenue,

gross margin and global market share of Medical Assistive Technology from 2018 to 2023.

Chapter 3, the Medical Assistive Technology competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2018 to 2029.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2018 to 2023. and Medical Assistive Technology market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Medical Assistive Technology.

Chapter 13, to describe Medical Assistive Technology research findings and conclusion.

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