

# U.S. Market for Electro-Cardiographs & Cardiac Monitoring Devices - (Part of Segment Series)

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## **Abstracts**

In 2012, the total market for cardiac monitoring devices was valued at over \$295 million, an increase over the previous year. The market experienced declines as a result of the economic recession of 2008 and sluggish U.S. economy. Constrained hospital budgets caused delays in the purchases of capital equipment. Reimbursement cuts for diagnostic cardiac monitoring procedures such as stress testing, Holter and event monitoring also limited market growth.

**Scope:** This report pertains to a forecast period of 10 years (2009 – 2019) for the U.S.

### **Report Contents:**

Competitor Analysis

**Identified Strategic Opportunities** 

Market Overview

**Trend Analysis** 

Market Drivers & Limiters

Mergers & Acquisitions

Customer Feedback and Market Monitoring



### SubSegments Included:

Stress Testing System

Resting Electro-Cardiograph (ECG)

PC-Based ECG Device

Holter Monitoring

**Event Monitoring** 

### **Reasons To Buy:**

This report analyzes and evaluates the current state of the market including existing and potential markets, product average selling prices, and unit volumes. The report also highlights the opportunities and potential hazards involved, and presents strategies for successfully navigating the market landscape. Furthermore, it seeks to identify the trends and technologies that will affect the future of each market segment and prepares an unbiased critical assessment of such market drivers and limiters based on our "bottom up" approach, which includes primary and secondary research methods.



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