

Portable Medical and Healthcare Devices Market Report by Type (Medical Monitoring Devices, Wearable Health and Fitness Devices), and Country 2024-2032

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Abstracts

The global portable medical and healthcare devices market size reached US\$ 99.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 353.7 Billion by 2032, exhibiting a growth rate (CAGR) of 14.7% during 2024-2032. The escalating demand for fitness trackers, activity monitors, and health-oriented wearable devices among the masses, the widespread adoption of portable devices to facilitate remote patient monitoring, early diagnosis, and preventive care, and continuous technological advancements are some of the major factors propelling the market.

Portable medical and healthcare devices are compact, mobile tools that allow individuals to monitor and manage their health wherever they are. These devices encompass a broad spectrum of technologies, ranging from wearable fitness trackers and heart rate monitors to handheld glucose meters and blood pressure cuffs. Advanced devices also include portable ultrasound machines and compact electrocardiogram (ECG) devices. Some devices connect to smartphone apps or digital platforms, enabling individuals to record, track, and share their health data with healthcare providers. These technologies promote a proactive approach to health, supporting early detection and management of health conditions. They offer significant benefits in remote areas and for elderly or mobility-impaired individuals, granting access to medical resources that might otherwise be unavailable. Furthermore, during global health crises, portable devices have proven invaluable in reducing strain on healthcare systems by supporting remote patient monitoring and care.

The increasing awareness of health and fitness among consumers has been a



significant market driver for portable medical and healthcare devices. Consumers are becoming more conscious of their overall well-being, leading to a rise in demand for fitness trackers, activity monitors, and health-oriented wearable devices. Along with this, government initiatives and healthcare reforms across various countries have played a significant role in promoting the adoption of portable medical and healthcare devices. Governments are increasingly focusing on improving healthcare accessibility and reducing the burden on healthcare facilities. As a result, they are encouraging the use of portable devices to facilitate remote patient monitoring, early diagnosis, and preventive care. Apart from this, the integration of artificial intelligence (AI) and data analytics in portable medical and healthcare devices has been a key driver of market growth. Al-powered devices can process vast amounts of health data, detect patterns, and provide personalized insights and recommendations to users. Furthermore, the growing emphasis on preventive healthcare, with individuals and healthcare systems recognizing the value of early detection and proactive health management. Portable medical and healthcare devices, such as home diagnostic kits, genetic testing devices, and wearable health trackers, empower individuals to monitor their health regularly and take preventive measures.

Portable Medical and Healthcare Devices Market Trends/Drivers: Growing Aging Population and Chronic Diseases

The global aging population and the rise in chronic diseases have fueled the demand for portable medical and healthcare devices. As the world's population continues to age, the prevalence of chronic conditions such as diabetes, cardiovascular diseases, and respiratory disorders is increasing. Along with this, portable devices, such as blood glucose monitors, continuous glucose monitors, blood pressure monitors, and pulse oximeters, have become indispensable tools for managing these conditions effectively. These devices provide patients with the ability to monitor their health parameters regularly, enabling early detection of any abnormalities and timely interventions. Additionally, remote patient monitoring through portable devices has shown promise in reducing hospital readmissions and healthcare costs, making them highly attractive to healthcare providers and insurance companies.

Shift Towards Personalized and Home-Based Healthcare

The healthcare industry has witnessed a notable shift towards personalized and home-based healthcare in recent years. Portable medical devices are at the forefront of this transformation, enabling patients to receive healthcare services in the comfort of their homes. In addition, the convenience and flexibility offered by these devices have



improved patient compliance and reduced the burden on healthcare facilities. Moreover, portable devices that monitor vital signs, track medication adherence, and facilitate telemedicine consultations have become essential components of modern healthcare delivery. Patients with chronic conditions, mobility limitations, or living in remote areas can now access medical care and expert advice without the need for frequent hospital visits.

Technological Advancements and Miniaturization

The continuous advancement in technology and the relentless pursuit of miniaturization have been significant drivers in the portable medical and healthcare device market. Over the years, there has been a notable reduction in the size and weight of medical devices, making them more convenient and accessible for patients and healthcare providers alike. In confluence with this, miniaturization has enabled the development of wearable devices, smartwatches, and even implantable devices that can monitor, diagnose, and treat various medical conditions remotely. These innovations have empowered patients to take more control of their health, leading to a growing demand for portable medical devices that can seamlessly integrate into their daily lives. Furthermore, the convergence of various technologies such as wireless communication, sensors, data analytics, and artificial intelligence has also played a vital role in advancing portable healthcare devices.

Portable Medical and Healthcare Devices Industry Segmentation: IMARC Group provides an analysis of the key trends in each segment of the global portable medical and healthcare devices market report, along with forecasts at the global and country levels from 2024-2032. Our report has categorized the market based on type.

Breakup By Type:

Medical Monitoring Devices
Vital Signs Monitoring Devices
Cardiac Monitoring Devices
Respiratory Monitoring Devices
Wearable BP Monitors
Pulse Oximetry Devices
Foetal Monitoring Devices
Neuromonitoring Devices
Blood Glucose Monitoring Devices



Anaesthesia Monitoring Devices
Wearable Health and Fitness Devices
Smart Wrist-Wearables
Smart Garments
Chest Straps

Cardiac monitoring devices dominate the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes medical monitoring devices (vital signs monitoring devices [cardiac monitoring devices, respiratory monitoring devices, wearable BP monitors, and pulse oximetry devices], foetal monitoring devices, neuromonitoring devices, blood glucose monitoring devices, and anaesthesia monitoring devices) and wearable health and fitness devices (smart wrist-wearables, smart garments, and chest straps). According to the report, cardiac monitoring devices represented the largest segment.

The market for cardiac monitoring devices in the portable medical and healthcare devices industry is driven by the increasing prevalence of cardiovascular diseases and the aging population. This is leading to a higher demand for cardiac monitoring solutions that enable early detection and continuous tracking of heart conditions. Additionally, advancements in technology have made it possible to develop smaller, more user-friendly, and connected devices that patients can use at home or on the go. These portable cardiac monitoring devices provide real-time data, allowing for remote patient monitoring and improved patient outcomes. In addition, the growing trend of personalized and preventive healthcare has further influenced the adoption of these devices, as individuals seek to proactively manage their heart health. Furthermore, the integration of artificial intelligence and data analytics in cardiac monitoring devices has enhanced their diagnostic accuracy and treatment recommendations, making them indispensable tools for healthcare professionals.

Breakup by Country:

United States
Germany
France
Italy
United Kingdom
China
Japan



Brazil

United States exhibits a clear dominance, accounting for the largest portable medical and healthcare devices market share

The report has also provided a comprehensive analysis of all the major regional markets, which include the United States, Germany, France, Italy, the United Kingdom, China, Japan, and Brazil.

The portable medical and healthcare devices industry in the United States is propelled by the rising awareness of health and wellness among consumers. This drives the demand for wearable devices, fitness trackers, and other portable health gadgets that enable individuals to monitor and manage their well-being. Additionally, the aging population in the U.S. has led to an increased need for remote patient monitoring and home healthcare solutions, fueling the adoption of portable medical devices that offer convenience and ease of use. Apart from this, the integration of advanced technologies such as AI, IoT, and data analytics has revolutionized the industry, providing personalized insights and improving healthcare outcomes. Furthermore, government initiatives and favorable reimbursement policies for telemedicine and remote patient monitoring have encouraged healthcare providers to invest in portable medical devices, further boosting market growth.

Competitive Landscape:

The global portable medical and healthcare devices market is experiencing significant growth due to the innovations that meet the evolving needs of consumers and healthcare providers, including advancements in wearable devices, smartwatches, fitness trackers, portable diagnostic devices, and remote patient monitoring solutions. Along with this, the integration of advanced technologies such as artificial intelligence, Internet of Things (IoT), cloud computing, and data analytics into their devices to enhance the functionality and capabilities of portable medical devices is significantly supporting the market. With the growing adoption of telemedicine and remote patient monitoring, companies are investing in technologies that facilitate seamless data transmission between patients and healthcare providers. These devices enabled continuous monitoring of vital signs and health parameters, allowing healthcare professionals to remotely track patient conditions and offer timely interventions. Moreover, the introduction of devices that are more user-friendly, comfortable to wear, and aesthetically appealing is contributing to the market.

The report has provided a comprehensive analysis of the competitive landscape in the



global portable medical and healthcare devices market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Philips Healthcare
GE Healthcare
Abbott Laboratories
Fitbit Inc.
Garmin
Medtronic

Recent Developments:

In May 2023, Philips Healthcare announced the release of the newest model in the company's Zenition mobile C-arm line, the Philips Image Guided Therapy Mobile C-arm System 1000- Zenition 10. Zenition 10 supports increased patient access to regular surgical treatment and minimally invasive procedures by utilising Philips flat panel detector technology.

In January 2023, GE Healthcare signed a deal to sell the Vscan AirTM, a state-of-the-art, pocket-sized wireless ultrasound that offers whole-patient scanning capabilities, crisp picture clarity, and user-friendly software, to American veterinary practises. In March 2020, Abbott Laboratories launched a coronavirus detection test that provides result in primarily five minutes. The U.S. Food and Drug Administration (FDA) has authorized the quickest "molecular point-of-care" test to screen for Covid-19, according to a statement released by Abbott Laboratories on Friday.

Key Questions Answered in This Report:

How has the global portable medical and healthcare devices market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global portable medical and healthcare devices market?

What is the impact of each driver, restraint, and opportunity on the global portable medical and healthcare devices market?

What are the key regional markets?

Which countries represent the most attractive portable medical and healthcare devices market?

What is the breakup of the market based on the type?

Which is the most attractive type in the portable medical and healthcare devices market?

What is the competitive structure of the global portable medical and healthcare devices market?



Who are the key players/companies in the global portable medical and healthcare devices market?



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