

Brain Monitoring Market by Devices (EEG, EMG, MEG, ICP, MRI, fMRI, CT) Accessories (Electrode, Sensor), Modality (Portable, Wearable), Indication (Stroke, TBI, Epilepsy, Headache, Sleep), End User (Hospital, Neurology center) - Global Forecast to 2028

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Abstracts

The global brain monitoring market size is estimated to be USD 4.8 billion by 2028, from USD 3.5 billion in 2023, at a CAGR of 6.3%. The brain monitoring market experiences propulsion primarily due to heightened occurrences of neurological disorders, increased awareness regarding neurodegenerative diseases, a surge in traumatic brain injuries, and amplified utilization of brain monitoring in clinical trials. Moreover, the market is set to benefit from escalating demands for non-invasive and minimally invasive devices, the expanding spectrum of therapeutic applications for brain monitoring tools, and the burgeoning healthcare sector in emerging economies. Conversely, challenges such as the high expenses associated with complex brain monitoring procedures and devices, unfavorable reimbursement policies, and a shortage of proficient professionals capable of effectively operating brain monitoring devices impede the market's growth.

“The devices segment is expected to account for the largest brain monitoring devices market share in 2022.”

By product, the global brain monitoring market is categorized into devices and accessories. The devices segment is expected to hold the largest share of the brain monitoring market in 2022. This is primarily attributed to the increasing occurrence of neurological, neurodegenerative, psychotic, and sleep disorders, alongside the imperative for early diagnosis, the presence of innovative portable and wearable monitoring devices designed for home use, and a growing awareness among patients.

“The electrodes segment to register the highest growth rate in the forecast period.”

The electrodes segment is expected to register the highest growth rate in the forecast period. Technological progress has improved electrode-tissue interfaces, enabling the creation of cost-efficient, high-functioning electrodes within this market. Moreover, the integration of disposable electrodes has significantly propelled their acceptance and the expansion of this market segment.

“The Fixed devices accounted for the largest share of the modality segment of the brain monitoring market.”

By modality, the global brain monitoring market is categorized into fixed, portable, and wearable. The fixed devices held the largest share of the brain monitoring market in 2022. Attributed to their established utilization in clinical environments like hospitals, specialized healthcare centers, and research institutions, these fixed devices are commonly regarded as the benchmark for comprehensive brain monitoring. Their reputation stems from their precision, dependability, and sophisticated features.

The traumatic brain injury segment accounted for the largest share of the brain monitoring market in 2022.

Based on medical condition, the brain monitoring market is segmented into traumatic brain injury (TBI), stroke, dementia, headache disorders, sleep disorders, Parkinson's disease, epilepsy, Huntington's disease, and other diseases. Traumatic brain injury (TBI) holds the largest share of the brain monitoring market by a medical condition. A key factor substantially boosting the market share of this segment is the notable rise in Traumatic Brain Injuries (TBIs) worldwide. This escalation in TBIs generates a considerable need for managing these cases, thereby requiring the widespread use of brain monitoring devices.

“North America to be the largest regional segment in the brain monitoring market during the forecast period.”

Based on the region, the global brain monitoring market is divided into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. North America is expected to hold the largest share of the global brain monitoring market in 2022, while Asia Pacific is projected to be the fastest-growing region in the forecast period. The expansion of the market in Asia stems from several factors, including the expanding

elderly population, access to affordable skilled labor, rising disposable incomes, an increased incidence of neurodegenerative disorders, and heightened governmental focus on healthcare reforms within the region.

Breakdown of primaries

The break of primary participants was as mentioned below:

By Company Type – Tier 1–35%, Tier 2–45%, and Tier 3–20%

By Designation – C-level–35%, Director-level–25%, Others–40%

By Region – North America–45%, Europe–30%, Asia Pacific–20%, Latin America- 3%, Middle East and Africa–2%

The brain monitoring market is dominated by a few globally established players such as Cadwell Industries (US), NeuroWave Systems, Inc. (US), Nonin Medical, Inc. (US), Natus Medical, Inc. (US), Nihon Kohden Corporation (Japan), Masimo Corporation (US), Unilabs Holdings AB (Sweden), Philips Healthcare (Netherlands), GE Healthcare (US), Siemens Healthineers (Germany), Compumedics, Ltd. (Australia), Medtronic (Ireland), Luciole Medical AG (Switzerland), Drägerwerk AG & Co. KGaA (Germany), Advanced Brain Monitoring (US), Integra LifeSciences Corporation (US), and Neurosoft (Russia).

Research Coverage:

The report segments the brain monitoring market based on region (Asia Pacific, Europe, North America, Latin America, and Middle East & Africa), Product (devices and accessories), Procedure (Invasive, non-invasive), Modality (Fixed, Wearable, Portable), disease type (traumatic brain injury (TBI), stroke, dementia, headache disorders, sleep disorders, Parkinson's disease, epilepsy, Huntington's disease, and other diseases), end-user (into hospitals, neurology centers, diagnostic centers, ASCs & clinics, and other end-users),

The report also provides a comprehensive review of market drivers, restraints, and opportunities in the Brain Monitoring market.

Key Benefits of Buying the Report:

Brain Monitoring Market by Devices (EEG, EMG, MEG, ICP, MRI, fMRI, CT) Accessories (Electrode, Sensor), Modali...

The report will help the leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the Brain Monitoring market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Reasons to Buy the Report

The report will enrich established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn would help them, garner a more significant share of the market. Firms purchasing the report could use one or any combination of the below-mentioned strategies to strengthen their position in the market.

This report provides insights into the following pointers:

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Analysis of key drivers (increasing incidence and prevalence of neurological disorders, rising awareness of neurodegenerative disorders, growing incidence of traumatic brain injuries), restraints (high cost of complex brain monitoring procedures and devices, unfavorable reimbursement policies), opportunities (increasing demand of non-invasive and minimally invasive devices), challenges (the shortage of trained professionals to effectively operate brain monitoring devices).

Market Penetration: Comprehensive information on product portfolios offered by the top players in the global brain monitoring market. The report analyzes this market by products, procedure, modality, medical condition, and end users.

Product Enhancement/Innovation: Detailed insights on upcoming trends and product launches in the global brain monitoring market

Market Development: Comprehensive information on the lucrative emerging markets by products, procedure, modality, medical condition, and end users.

Market Diversification: Exhaustive information about new products or product

enhancements, growing geographies, recent developments, and investments in the global brain monitoring market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, competitive leadership mapping, and capabilities of leading players in the global brain monitoring market.

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*Details on Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

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