

# **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 Meidcal AG (Switzerland), Dr?gerwerk 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:

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.

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 INCLUSIONS & EXCLUSIONS
- 1.4 MARKET SCOPE
  - 1.4.1 MARKETS COVERED
- FIGURE 1 MARKET SEGMENTATION
- 1.4.2 REGIONS COVERED
- FIGURE 2 REGIONAL SEGMENTATION
- 1.4.3 YEARS CONSIDERED
- 1.4.4 CURRENCY CONSIDERED
- 1.5 STAKEHOLDERS
- 1.6 RESEARCH LIMITATIONS
  - 1.6.1 SCOPE-RELATED LIMITATIONS
  - 1.6.2 METHODOLOGY-RELATED LIMITATIONS
- 1.7 SUMMARY OF CHANGES
  - 1.7.1 IMPACT OF RECESSION

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
- FIGURE 3 RESEARCH DESIGN
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
- FIGURE 4 PRIMARY SOURCES
  - 2.1.2.1 Key data from primary sources
  - 2.1.2.2 Insights from primary experts
- FIGURE 5 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY-SIDE AND DEMAND-SIDE PARTICIPANTS
- FIGURE 6 BREAKDOWN OF PRIMARY INTERVIEWS, BY COMPANY TYPE, DESIGNATION, AND REGION
- 2.2 MARKET SIZE ESTIMATION
- FIGURE 7 SUPPLY-SIDE MARKET SIZE ESTIMATION: REVENUE SHARE ANALYSIS
- FIGURE 8 COMPANY REVENUE ESTIMATION: NATUS MEDICAL, INC. (2022)

FIGURE 9 MARKET REVENUE ESTIMATION: EEG MARKET

FIGURE 10 BOTTOM-UP APPROACH

FIGURE 11 TOP-DOWN APPROACH

FIGURE 12 CAGR PROJECTIONS FROM ANALYSIS OF DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN BRAIN MONITORING MARKET (2023–2028)

FIGURE 13 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS

TABLE 1 MARKET ASSESSMENT FACTOR ANALYSIS

2.3 MARKET BREAKDOWN & DATA TRIANGULATION

FIGURE 14 DATA TRIANGULATION METHODOLOGY

2.4 STUDY ASSUMPTIONS

2.5 RISK ASSESSMENT

TABLE 2 RISK ASSESSMENT: BRAIN MONITORING MARKET

2.6 IMPACT OF ECONOMIC RECESSION ON BRAIN MONITORING MARKET

### **3 EXECUTIVE SUMMARY**

FIGURE 15 BRAIN MONITORING MARKET, BY PRODUCT, 2023 VS. 2028 (USD MILLION)

FIGURE 16 BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2023 VS. 2028 (USD MILLION)

FIGURE 17 BRAIN MONITORING MARKET, BY PROCEDURE, 2023 VS. 2028 (USD MILLION)

FIGURE 18 BRAIN MONITORING MARKET, BY MODALITY, 2023 VS. 2028 (USD MILLION)

FIGURE 19 BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2023 VS. 2028 (USD MILLION)

FIGURE 20 BRAIN MONITORING MARKET, BY END USER, 2023–2028 (USD MILLION)

FIGURE 21 REGIONAL SNAPSHOT: BRAIN MONITORING MARKET

### **4 PREMIUM INSIGHTS**

4.1 BRAIN MONITORING MARKET OVERVIEW

FIGURE 22 INCREASING INCIDENCE AND PREVALENCE OF NEUROLOGICAL DISORDERS TO DRIVE MARKET

4.2 BRAIN MONITORING MARKET, BY REGION

FIGURE 23 NORTH AMERICA TO COMMAND LARGEST MARKET SHARE DURING FORECAST PERIOD

#### 4.3 BRAIN MONITORING MARKET, BY PROCEDURE

FIGURE 24 NON-INVASIVE PROCEDURES AND JAPAN HELD LARGEST MARKET SHARE IN 2022

#### 4.4 GEOGRAPHIC SNAPSHOT: BRAIN MONITORING MARKET

FIGURE 25 CHINA TO REGISTER HIGHEST GROWTH RATE DURING STUDY PERIOD

#### 4.5 DEVELOPED VS. EMERGING ECONOMIES: BRAIN MONITORING MARKET

FIGURE 26 EMERGING ECONOMIES TO REGISTER HIGHER GROWTH RATES DURING STUDY PERIOD

### 5 MARKET OVERVIEW

#### 5.1 INTRODUCTION

#### 5.2 MARKET DYNAMICS

FIGURE 27 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: BRAIN MONITORING MARKET

##### 5.2.1 DRIVERS

- 5.2.1.1 Increasing incidence and prevalence of neurological disorders
- 5.2.1.2 Rising awareness of neurodegenerative disorders
- 5.2.1.3 Growing incidence of traumatic brain injuries
- 5.2.1.4 Increased applications of brain monitoring devices in clinical trials

##### 5.2.2 RESTRAINTS

- 5.2.2.1 High cost of complex brain monitoring procedures and devices
- 5.2.2.2 Unfavorable reimbursement policies

##### 5.2.3 OPPORTUNITIES

5.2.3.1 Increasing demand for non-invasive and minimally-invasive brain monitoring devices

5.2.3.2 Expanding therapeutic applications of brain monitoring devices

5.2.3.3 Growing healthcare market in emerging economies

##### 5.2.4 CHALLENGES

- 5.2.4.1 Shortage of trained medical professionals
- 5.2.4.2 Complex regulatory process and compliance framework

#### 5.3 INDUSTRY TRENDS

5.3.1 GRADUAL SHIFT TO VALUE-BASED AND PATIENT-CENTRIC CARE

5.3.2 INNOVATIONS IN WEARABLE MEDICAL TECHNOLOGY

#### 5.4 PRICING ANALYSIS

TABLE 3 REGIONAL PRICING ANALYSIS OF KEY BRAIN MONITORING DEVICES

TABLE 4 AVERAGE SELLING PRICE FOR REMOTE PATIENT MONITORING DEVICES, BY KEY PLAYER (2022)



## 5.5 VALUE CHAIN ANALYSIS

### 5.5.1 RESEARCH & PRODUCT DEVELOPMENT

### 5.5.2 RAW MATERIAL PROCUREMENT

### 5.5.3 MANUFACTURING

### 5.5.4 DISTRIBUTION, MARKETING & SALES, AND POST-SALES SERVICES

## FIGURE 28 VALUE CHAIN ANALYSIS: BRAIN MONITORING MARKET

## 5.6 ECOSYSTEM MARKET/MAP

## FIGURE 29 ECOSYSTEM MARKET/MAP: BRAIN MONITORING MARKET

## 5.7 PORTER'S FIVE FORCES ANALYSIS

## TABLE 5 PORTER'S FIVE FORCES ANALYSIS: BRAIN MONITORING MARKET

### 5.7.1 THREAT OF NEW ENTRANTS

### 5.7.2 THREAT OF SUBSTITUTES

### 5.7.3 BARGAINING POWER OF SUPPLIERS

### 5.7.4 BARGAINING POWER OF BUYERS

### 5.7.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.8 TARIFF & REGULATORY ANALYSIS

### 5.8.1 TARIFF FOR BRAIN MONITORING DEVICES

### 5.8.2 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

## TABLE 6 LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### 5.8.3 REGULATORY ANALYSIS

#### 5.8.3.1 North America

##### 5.8.3.1.1 US

## TABLE 7 US FDA: MEDICAL DEVICE CLASSIFICATION

## TABLE 8 US: MEDICAL DEVICE REGULATORY APPROVAL PROCESS

#### 5.8.3.1.2 Canada

#### 5.8.3.2 Europe

#### 5.8.3.3 Asia Pacific

##### 5.8.3.3.1 Japan

## TABLE 9 JAPAN: MEDICAL DEVICE CLASSIFICATION UNDER PMDA

##### 5.8.3.3.2 China

##### 5.8.3.3.3 India

## 5.9 TECHNOLOGY ANALYSIS

## 5.10 PATENT ANALYSIS

### 5.10.1 PATENT PUBLICATION TRENDS

### 5.10.2 JURISDICTION ANALYSIS: TOP APPLICANT COUNTRIES FOR BRAIN MONITORING PATENTS

## FIGURE 30 JURISDICTION ANALYSIS: TOP APPLICANT COUNTRIES FOR BRAIN

## MONITORING PATENTS, 2011–2023

### 5.10.3 MAJOR PATENTS IN BRAIN MONITORING MARKET

FIGURE 31 MAJOR PATENTS FOR BRAIN MONITORING DEVICES (2011–2023)

### 5.11 TRADE ANALYSIS

FIGURE 32 PRODUCT IMPORTS UNDER HSN CODE: 901819, BY COUNTRY, 2022 (USD THOUSAND)

FIGURE 33 PRODUCT EXPORTS UNDER HSN CODE 901819, BY COUNTRY, 2022 (USD THOUSAND)

### 5.12 CASE STUDY ANALYSIS

TABLE 10 CASE STUDY 1: INTEGRATION OF GARMIN WEARABLE DEVICE DATA DIRECTLY INTO MEDTRONIC CARE MANAGEMENT SERVICES' (MCMS) BRAIN MONITORING PLATFORM

TABLE 11 CASE STUDY 2: EPI-MINDER: A NOVEL IMPLANTABLE DEVICE FOR EPILEPSY MONITORING AND PREDICTION

### 5.13 KEY CONFERENCES & EVENTS, 2023–2024

TABLE 12 LIST OF KEY CONFERENCES & EVENTS IN BRAIN MONITORING MARKET, 2023–2024

### 5.14 KEY STAKEHOLDERS & BUYING CRITERIA

#### 5.14.1 KEY STAKEHOLDERS IN BUYING PROCESS

TABLE 13 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR BRAIN MONITORING DEVICES

TABLE 14 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR BRAIN MONITORING DEVICES AND ACCESSORIES, BY TYPE

#### 5.14.2 BUYING CRITERIA

FIGURE 34 KEY BUYING CRITERIA FOR BRAIN MONITORING DEVICES, BY TYPE

TABLE 15 KEY BUYING CRITERIA FOR BRAIN MONITORING DEVICES

### 5.15 UNMET NEEDS ANALYSIS & END USER EXPECTATIONS

TABLE 16 UNMET NEEDS IN BRAIN MONITORING MARKET

#### 5.15.1 END USER EXPECTATIONS

TABLE 17 END USER EXPECTATIONS IN BRAIN MONITORING MARKET

### 5.16 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 35 REVENUE SHIFTS AND NEW REVENUE POCKETS FOR BRAIN MONITORING MARKET

### 5.17 REIMBURSEMENT SCENARIO ANALYSIS

TABLE 18 CPT CODES AND REIMBURSEMENT ANALYSIS IN BRAIN MONITORING MARKET IN US

### 5.18 BUSINESS MODEL ANALYSIS

### 5.19 INVESTMENT AND FUNDING SCENARIO

FIGURE 36 INVESTOR DEALS AND FUNDING FOR BRAIN MONITORING DEVICES

INCREASED IN 2022

FIGURE 37 VALUATION OF KEY FIRMS IN BRAIN MONITORING MARKET IN 2022  
(USD MILLION)

## 6 BRAIN MONITORING MARKET, BY PRODUCT

### 6.1 INTRODUCTION

TABLE 19 BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

### 6.2 DEVICES

TABLE 20 BRAIN MONITORING MARKET FOR DEVICES, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 21 BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

#### 6.2.1 EEG DEVICES

6.2.1.1 Growing R&D in cerebral and spinal disorders and increasing number of EEG laboratories to drive segment

TABLE 22 EEG DEVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.2 TCD DEVICES

6.2.2.1 Rising prevalence of strokes and cerebrovascular disorders to aid market growth

TABLE 23 TCD DEVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.3 MEG DEVICES

6.2.3.1 High implementation and maintenance costs to limit market

TABLE 24 MEG DEVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.4 ICP MONITORS

6.2.4.1 Increasing incidence of traumatic brain injuries and post-surgical cerebrovascular complications to propel market

TABLE 25 ICP MONITORS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.5 CEREBRAL OXIMETERS

6.2.5.1 Increasing cases of hypoxia during surgical procedures to drive segment

TABLE 26 CEREBRAL OXIMETERS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.6 MRI SCANNERS

6.2.6.1 Technological advancements and rising number of neurological disorders to propel segment

TABLE 27 MRI SCANNERS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.7 CT SCANNERS

6.2.7.1 Increasing preference for brain disease progression monitoring to drive

segment

TABLE 28 CT SCANNERS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.8 PET SCANNERS

6.2.8.1 Rising incidence of cancer to support market growth

TABLE 29 PET SCANNERS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.9 SLEEP MONITORING DEVICES

6.2.9.1 Rising prevalence of sleep disorders to boost market growth

TABLE 30 SLEEP MONITORING DEVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.2.10 EMG DEVICES

6.2.10.1 Increasing prevalence of neuromuscular diseases to aid market growth

TABLE 31 EMG DEVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

### 6.3 ACCESSORIES

TABLE 32 BRAIN MONITORING MARKET FOR ACCESSORIES, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.3.1 BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE

TABLE 33 BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

##### 6.3.1.1 Electrodes

TABLE 34 ELECTRODES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

###### 6.3.1.1.1 Wet electrodes

6.3.1.1.1.1 Flexibility and high quality of signal recording to drive segment

TABLE 35 WET ELECTRODES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

###### 6.3.1.1.2 Dry electrodes

6.3.1.1.2.1 Technological advancements and no requirement for skin preparation to aid market growth

TABLE 36 DRY ELECTRODES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

###### 6.3.1.1.3 Needle electrodes

6.3.1.1.3.1 More accurate signals for diagnostic and therapeutic interventions to support market growth

TABLE 37 NEEDLE ELECTRODES MARKET, BY REGION, 2021–2028 (USD MILLION)

##### 6.3.1.2 Sensors

6.3.1.2.1 Increasing patient preference for non-invasive procedures to drive market

TABLE 38 SENSORS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

##### 6.3.1.3 Pastes & gels

6.3.1.3.1 Increasing demand for non-invasive methods of brain monitoring to aid market growth

TABLE 39 PASTES & GELS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.3.1.4 Caps

6.3.1.4.1 Extended application of Infacaps for premature babies to propel segment

TABLE 40 CAPS MARKET, BY REGION, 2021–2028 (USD MILLION)

#### 6.3.1.5 Batteries

6.3.1.5.1 Increasing usage of portable and rechargeable devices to support segment growth

TABLE 41 BATTERIES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.3.1.6 Cables

6.3.1.6.1 Technological developments for increasing capabilities and cable lifespan to drive segment

TABLE 42 CABLES MARKET, BY REGION, 2021–2028 (USD MILLION)

#### 6.3.1.7 Other accessories

TABLE 43 OTHER ACCESSORIES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

### 6.3.2 BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY

TABLE 44 BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

#### 6.3.2.1 Disposable accessories

6.3.2.1.1 Growing physician preference for disposable accessories to propel market

TABLE 45 DISPOSABLE ACCESSORIES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 6.3.2.2 Non-disposable accessories

6.3.2.2.1 Increased usage of reusable accessories in emerging economies to boost segment growth

TABLE 46 NON-DISPOSABLE ACCESSORIES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

## 7 BRAIN MONITORING MARKET, BY PROCEDURE

### 7.1 INTRODUCTION

TABLE 47 BRAIN MONITORING MARKET, BY PROCEDURE, 2021–2028 (USD MILLION)

#### 7.1.1 NON-INVASIVE PROCEDURES

7.1.1.1 Limited risk of infections and hemorrhage to drive market

TABLE 48 BRAIN MONITORING MARKET FOR NON-INVASIVE PROCEDURES, BY COUNTRY, 2021–2028 (USD MILLION)

#### 7.1.2 INVASIVE PROCEDURES

7.1.2.1 Higher resolution imaging and detailed disease information to propel market

TABLE 49 BRAIN MONITORING MARKET FOR INVASIVE PROCEDURES, BY

COUNTRY, 2021–2028 (USD MILLION)

## **8 BRAIN MONITORING MARKET, BY MODALITY**

### 8.1 INTRODUCTION

TABLE 50 BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

### 8.2 FIXED DEVICES

8.2.1 HIGH ACCURACY, MORE RELIABILITY, AND BETTER DIAGNOSIS TO AID MARKET GROWTH

TABLE 51 BRAIN MONITORING MARKET FOR FIXED DEVICES, BY COUNTRY, 2021–2028 (USD MILLION)

### 8.3 PORTABLE DEVICES

8.3.1 INCREASED MOBILITY AND COMFORT TO PROPEL MARKET GROWTH

TABLE 52 BRAIN MONITORING MARKET FOR PORTABLE DEVICES, BY COUNTRY, 2021–2028 (USD MILLION)

### 8.4 WEARABLE DEVICES

8.4.1 GREATER CONVENIENCE AND CONTINUOUS DATA COLLECTION TO DRIVE MARKET GROWTH

TABLE 53 BRAIN MONITORING MARKET FOR WEARABLE DEVICES, BY COUNTRY, 2021–2028 (USD MILLION)

## **9 BRAIN MONITORING MARKET, BY MEDICAL CONDITION**

### 9.1 INTRODUCTION

TABLE 54 COMPANIES OFFERING DEVICES FOR DIFFERENT MEDICAL CONDITIONS

TABLE 55 BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

### 9.2 TRAUMATIC BRAIN INJURY

9.2.1 GROWING INCIDENCE ACROSS ALL AGE GROUPS TO DRIVE MARKET

TABLE 56 BRAIN MONITORING MARKET FOR TRAUMATIC BRAIN INJURY, BY COUNTRY, 2021–2028 (USD MILLION)

### 9.3 STROKE

9.3.1 GROWING GERIATRIC POPULATION AND RISING PREVALENCE OF CARDIOVASCULAR DISEASES TO SUPPORT MARKET GROWTH

TABLE 57 BRAIN MONITORING MARKET FOR STROKE, BY COUNTRY, 2021–2028 (USD MILLION)

### 9.4 DEMENTIA

#### 9.4.1 FAVORABLE GOVERNMENT INITIATIVES AND INCREASED ACCESS TO TREATMENT TO DRIVE MARKET

TABLE 58 BRAIN MONITORING MARKET FOR DEMENTIA, BY COUNTRY, 2021–2028 (USD MILLION)

#### 9.5 HEADACHE DISORDERS

##### 9.5.1 RISING NUMBER OF INITIATIVES FOR HEADACHE DISORDERS TO PROPEL MARKET

TABLE 59 BRAIN MONITORING MARKET FOR HEADACHE DISORDERS, BY COUNTRY, 2021–2028 (USD MILLION)

#### 9.6 SLEEP DISORDERS

##### 9.6.1 INCREASED STRESS AND UNHEALTHY LIFESTYLES AMONG ADULTS TO DRIVE MARKET

TABLE 60 BRAIN MONITORING MARKET FOR SLEEP DISORDERS, BY COUNTRY, 2021–2028 (USD MILLION)

#### 9.7 PARKINSON'S DISEASE

##### 9.7.1 INCREASING GERIATRIC POPULATION TO AID MARKET GROWTH

TABLE 61 BRAIN MONITORING MARKET FOR PARKINSON'S DISEASE, BY COUNTRY, 2021–2028 (USD MILLION)

#### 9.8 EPILEPSY

##### 9.8.1 RISING OCCURRENCE OF EPILEPSY AMONG ALL AGE GROUPS TO SUPPORT MARKET GROWTH

TABLE 62 BRAIN MONITORING MARKET FOR EPILEPSY, BY COUNTRY, 2021–2028 (USD MILLION)

#### 9.9 HUNTINGTON'S DISEASE

##### 9.9.1 AVAILABILITY OF ADVANCED TREATMENT AND ONGOING RESEARCH TO AID MARKET GROWTH

TABLE 63 BRAIN MONITORING MARKET FOR HUNTINGTON'S DISEASE, BY COUNTRY, 2021–2028 (USD MILLION)

#### 9.10 OTHER MEDICAL CONDITIONS

TABLE 64 BRAIN MONITORING MARKET FOR OTHER MEDICAL CONDITIONS, BY COUNTRY, 2021–2028 (USD MILLION)

## **10 BRAIN MONITORING MARKET, BY END USER**

### 10.1 INTRODUCTION

TABLE 65 BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

### 10.2 HOSPITALS

#### 10.2.1 HOSPITALS TO COMMAND LARGEST MARKET SHARE DURING



## FORECAST PERIOD

TABLE 66 BRAIN MONITORING MARKET FOR HOSPITALS, BY COUNTRY, 2021–2028 (USD MILLION)

### 10.3 NEUROLOGY CENTERS

10.3.1 PRESENCE OF HIGHLY EFFICIENT AND ADVANCED BRAIN MONITORING DEVICES TO PROPEL MARKET

TABLE 67 BRAIN MONITORING MARKET FOR NEUROLOGICAL CENTERS, BY COUNTRY, 2021–2028 (USD MILLION)

### 10.4 DIAGNOSTIC CENTERS

10.4.1 FOCUS ON EARLY DIAGNOSIS AND TREATMENT OF NEUROGENERATIVE DISORDERS TO SUPPORT MARKET GROWTH

TABLE 68 BRAIN MONITORING MARKET FOR DIAGNOSTIC CENTERS, BY COUNTRY, 2021–2028 (USD MILLION)

### 10.5 AMBULATORY SURGERY CENTERS & CLINICS

10.5.1 COST-EFFECTIVE AND MORE CONVENIENT TREATMENT OPTIONS TO AID MARKET GROWTH

TABLE 69 BRAIN MONITORING MARKET FOR AMBULATORY SURGERY CENTERS & CLINICS, BY COUNTRY, 2021–2028 (USD MILLION)

### 10.6 OTHER END USERS

TABLE 70 BRAIN MONITORING MARKET FOR OTHER END USERS, BY COUNTRY, 2021–2028 (USD MILLION)

## 11 BRAIN MONITORING MARKET, BY REGION

### 11.1 INTRODUCTION

TABLE 71 BRAIN MONITORING MARKET, BY REGION, 2021–2028 (USD MILLION)

### 11.2 NORTH AMERICA

FIGURE 38 NORTH AMERICA: BRAIN MONITORING MARKET SNAPSHOT

TABLE 72 NORTH AMERICA: BRAIN MONITORING MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 73 NORTH AMERICA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 74 NORTH AMERICA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 75 NORTH AMERICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 76 NORTH AMERICA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 77 NORTH AMERICA: BRAIN MONITORING MARKET FOR ACCESSORIES,



BY USABILITY, 2021–2028 (USD MILLION)

TABLE 78 NORTH AMERICA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 79 NORTH AMERICA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 80 NORTH AMERICA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 81 NORTH AMERICA: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

11.2.1 NORTH AMERICA: RECESSION IMPACT

11.2.2 US

11.2.2.1 US to dominate North American brain monitoring market during forecast period

TABLE 82 US: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 83 US: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 84 US: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 85 US: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 86 US: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 87 US: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 88 US: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 89 US: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 90 US: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

11.2.3 CANADA

11.2.3.1 Increasing number of hospitals and surgical centers to propel market

TABLE 91 CANADA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 92 CANADA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 93 CANADA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 94 CANADA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 95 CANADA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 96 CANADA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 97 CANADA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 98 CANADA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 99 CANADA: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

### 11.3 EUROPE

FIGURE 39 EUROPE: BRAIN MONITORING MARKET SNAPSHOT

TABLE 100 EUROPE: BRAIN MONITORING MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 101 EUROPE: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 102 EUROPE: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 103 EUROPE: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 104 EUROPE: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 105 EUROPE: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 106 EUROPE: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 107 EUROPE: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 108 EUROPE: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 109 EUROPE: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.3.1 EUROPE: RECESSION IMPACT

#### 11.3.2 GERMANY

11.3.2.1 Growing geriatric population and increasing life expectancy to aid market growth

TABLE 110 GERMANY: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 111 GERMANY: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE,

2021–2028 (USD MILLION)

TABLE 112 GERMANY: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 113 GERMANY: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 114 GERMANY: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 115 GERMANY: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 116 GERMANY: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 117 GERMANY: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 118 GERMANY: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

### 11.3.3 FRANCE

11.3.3.1 Increasing prevalence of neurological disorders to drive market

TABLE 119 FRANCE: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 120 FRANCE: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 121 FRANCE: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 122 FRANCE: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 123 FRANCE: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 124 FRANCE: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 125 FRANCE: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 126 FRANCE: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 127 FRANCE: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

### 11.3.4 UK

11.3.4.1 Increasing R&D investments by public and private sectors to boost market growth

TABLE 128 UK: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 129 UK: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 130 UK: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 131 UK: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 132 UK: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 133 UK: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 134 UK: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 135 UK: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 136 UK: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.3.5 ITALY

11.3.5.1 Rising incidence of neurological disorders in aging population to drive market

TABLE 137 ITALY: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 138 ITALY: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 139 ITALY: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 140 ITALY: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 141 ITALY: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 142 ITALY: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 143 ITALY: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 144 ITALY: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 145 ITALY: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.3.6 SPAIN

11.3.6.1 Increased burden of Parkinson's disease to propel market

TABLE 146 SPAIN: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 147 SPAIN: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 148 SPAIN: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 149 SPAIN: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 150 SPAIN: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 151 SPAIN: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 152 SPAIN: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 153 SPAIN: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 154 SPAIN: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.3.7 REST OF EUROPE

TABLE 155 REST OF EUROPE: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 156 REST OF EUROPE: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 157 REST OF EUROPE: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 158 REST OF EUROPE: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 159 REST OF EUROPE: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 160 REST OF EUROPE: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 161 REST OF EUROPE: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 162 REST OF EUROPE: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 163 REST OF EUROPE: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.4 ASIA PACIFIC

TABLE 164 ASIA PACIFIC: BRAIN MONITORING MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 165 ASIA PACIFIC: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 166 ASIA PACIFIC: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 167 ASIA PACIFIC: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 168 ASIA PACIFIC: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 169 ASIA PACIFIC: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 170 ASIA PACIFIC: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 171 ASIA PACIFIC: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 172 ASIA PACIFIC: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 173 ASIA PACIFIC: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.4.1 ASIA PACIFIC: RECESSION IMPACT

##### 11.4.2 JAPAN

11.4.2.1 High incidence of neurological disorders and large geriatric population to drive market

TABLE 174 JAPAN: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 175 JAPAN: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 176 JAPAN: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 177 JAPAN: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 178 JAPAN: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 179 JAPAN: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 180 JAPAN: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 181 JAPAN: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 182 JAPAN: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

##### 11.4.3 CHINA

11.4.3.1 Increasing number of government initiatives and growing incidence of



neurological disorders to drive market

TABLE 183 CHINA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 184 CHINA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 185 CHINA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 186 CHINA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 187 CHINA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 188 CHINA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 189 CHINA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 190 CHINA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 191 CHINA: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.4.4 INDIA

11.4.4.1 Improving healthcare infrastructure and rising public-private investment to support market growth

TABLE 192 INDIA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 193 INDIA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 194 INDIA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 195 INDIA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 196 INDIA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 197 INDIA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 198 INDIA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 199 INDIA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 200 INDIA: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.4.5 REST OF ASIA PACIFIC

TABLE 201 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 202 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 203 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 204 REST OF ASIA PACIFIC: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 205 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 206 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 207 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 208 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 209 REST OF ASIA PACIFIC: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.5 LATIN AMERICA

TABLE 210 LATIN AMERICA: BRAIN MONITORING MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 211 LATIN AMERICA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 212 LATIN AMERICA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 213 LATIN AMERICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 214 LATIN AMERICA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 215 LATIN AMERICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 216 LATIN AMERICA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 217 LATIN AMERICA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 218 LATIN AMERICA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 219 LATIN AMERICA: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)



### 11.5.1 LATIN AMERICA: RECESSION IMPACT

#### 11.5.2 BRAZIL

11.5.2.1 High cost of brain monitoring and imaging modalities to limit market growth

TABLE 220 BRAZIL: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028  
(USD MILLION)

TABLE 221 BRAZIL: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE,  
2021–2028 (USD MILLION)

TABLE 222 BRAZIL: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE,  
2021–2028 (USD MILLION)

TABLE 223 BRAZIL: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 224 BRAZIL: BRAIN MONITORING MARKET FOR ACCESSORIES, BY  
USABILITY, 2021–2028 (USD MILLION)

TABLE 225 BRAZIL: BRAIN MONITORING MARKET FOR DEVICES, BY  
PROCEDURE, 2021–2028 (USD MILLION)

TABLE 226 BRAZIL: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028  
(USD MILLION)

TABLE 227 BRAZIL: BRAIN MONITORING MARKET, BY MEDICAL CONDITION,  
2021–2028 (USD MILLION)

TABLE 228 BRAZIL: BRAIN MONITORING MARKET, BY END USER, 2021–2028  
(USD MILLION)

#### 11.5.3 MEXICO

11.5.3.1 Low tax rates and strong healthcare infrastructure to support market growth

TABLE 229 MEXICO: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028  
(USD MILLION)

TABLE 230 MEXICO: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE,  
2021–2028 (USD MILLION)

TABLE 231 MEXICO: BRAIN MONITORING MARKET FOR ACCESSORIES, BY  
TYPE, 2021–2028 (USD MILLION)

TABLE 232 MEXICO: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 233 MEXICO: BRAIN MONITORING MARKET FOR ACCESSORIES, BY  
USABILITY, 2021–2028 (USD MILLION)

TABLE 234 MEXICO: BRAIN MONITORING MARKET FOR DEVICES, BY  
PROCEDURE, 2021–2028 (USD MILLION)

TABLE 235 MEXICO: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028  
(USD MILLION)

TABLE 236 MEXICO: BRAIN MONITORING MARKET, BY MEDICAL CONDITION,  
2021–2028 (USD MILLION)

TABLE 237 MEXICO: BRAIN MONITORING MARKET, BY END USER, 2021–2028  
(USD MILLION)

#### 11.5.4 REST OF LATIN AMERICA

TABLE 238 REST OF LATIN AMERICA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 239 REST OF LATIN AMERICA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 240 REST OF LATIN AMERICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 241 REST OF LATIN AMERICA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 242 REST OF LATIN AMERICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 243 REST OF LATIN AMERICA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 244 REST OF LATIN AMERICA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 245 REST OF LATIN AMERICA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 246 REST OF LATIN AMERICA: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 11.6 MIDDLE EAST & AFRICA

TABLE 247 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 248 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 249 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 250 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 251 MIDDLE EAST & AFRICA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 252 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 253 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 254 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 255 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 256 MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY END

USER, 2021–2028 (USD MILLION)

11.6.1 MIDDLE EAST & AFRICA: RECESSION IMPACT

11.6.2 GCC COUNTRIES

11.6.2.1 Rising prevalence of Alzheimer's and increasing number of government initiatives to drive market

TABLE 257 GCC COUNTRIES: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 258 GCC COUNTRIES: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 259 GCC COUNTRIES: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 260 GCC COUNTRIES: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 261 GCC COUNTRIES: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 262 GCC COUNTRIES: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 263 GCC COUNTRIES: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 264 GCC COUNTRIES: BRAIN MONITORING MARKET, BY MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 265 GCC COUNTRIES: BRAIN MONITORING MARKET, BY END USER, 2021–2028 (USD MILLION)

11.6.3 REST OF MIDDLE EAST & AFRICA

TABLE 266 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY PRODUCT, 2021–2028 (USD MILLION)

TABLE 267 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR DEVICES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 268 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY TYPE, 2021–2028 (USD MILLION)

TABLE 269 REST OF MIDDLE EAST & AFRICA: ELECTRODES MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 270 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR ACCESSORIES, BY USABILITY, 2021–2028 (USD MILLION)

TABLE 271 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET FOR DEVICES, BY PROCEDURE, 2021–2028 (USD MILLION)

TABLE 272 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY MODALITY, 2021–2028 (USD MILLION)

TABLE 273 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY

MEDICAL CONDITION, 2021–2028 (USD MILLION)

TABLE 274 REST OF MIDDLE EAST & AFRICA: BRAIN MONITORING MARKET, BY  
END USER, 2021–2028 (USD MILLION)

## 12 COMPETITIVE LANDSCAPE

12.1 INTRODUCTION

12.2 KEY STRATEGIES/RIGHT TO WIN

TABLE 275 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN BRAIN  
MONITORING MARKET

12.3 REVENUE SHARE ANALYSIS

12.4 MARKET SHARE ANALYSIS

FIGURE 41 MARKET SHARE ANALYSIS, BY KEY PLAYER, 2022

TABLE 276 DEGREE OF COMPETITION IN BRAIN MONITORING MARKET

FIGURE 42 RANKING OF KEY COMPANIES IN BRAIN MONITORING MARKET, 2022

12.5 COMPANY EVALUATION MATRIX

12.5.1 STARS

12.5.2 EMERGING LEADERS

12.5.3 PERVASIVE PLAYERS

12.5.4 PARTICIPANTS

FIGURE 43 COMPANY EVALUATION MATRIX, 2022

12.5.5 COMPANY FOOTPRINT

12.5.5.1 Overall footprint

TABLE 277 BRAIN MONITORING MARKET: OVERALL FOOTPRINT

12.5.5.2 Product footprint

TABLE 278 BRAIN MONITORING MARKET: PRODUCT FOOTPRINT

12.5.5.3 Procedure footprint

TABLE 279 BRAIN MONITORING MARKET: PROCEDURE FOOTPRINT

12.5.5.4 Modality footprint

TABLE 280 BRAIN MONITORING MARKET: MODALITY FOOTPRINT

12.5.5.5 Medical condition footprint

TABLE 281 BRAIN MONITORING MARKET: MEDICAL CONDITION FOOTPRINT

12.5.5.6 End user footprint

TABLE 282 BRAIN MONITORING MARKET: END USER FOOTPRINT

12.5.5.7 Regional footprint

TABLE 283 BRAIN MONITORING MARKET: REGIONAL FOOTPRINT

12.6 START-UP/SME EVALUATION MATRIX

12.6.1 PROGRESSIVE COMPANIES

12.6.2 RESPONSIVE COMPANIES

### 12.6.3 DYNAMIC COMPANIES

#### 12.6.4 STARTING BLOCKS

FIGURE 44 START-UP/SME EVALUATION MATRIX, 2022

#### 12.6.5 COMPETITIVE BENCHMARKING

TABLE 284 DETAILED LIST OF KEY START-UPS/SMES IN BRAIN MONITORING MARKET

### 12.7 COMPETITIVE SCENARIO

#### 12.7.1 PRODUCT LAUNCHES & APPROVALS

TABLE 285 BRAIN MONITORING MARKET: PRODUCT LAUNCHES & APPROVALS, 2020–2024

#### 12.7.2 DEALS

TABLE 286 BRAIN MONITORING MARKET: DEALS, 2020–2024

#### 12.7.3 OTHER DEVELOPMENTS

TABLE 287 BRAIN MONITORING MARKET: OTHER DEVELOPMENTS, 2020–2024

## 13 COMPANY PROFILES

### 13.1 KEY PLAYERS

(Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))\*

#### 13.1.1 NATUS MEDICAL INCORPORATED

TABLE 289 NATUS MEDICAL INCORPORATED: DEALS, 2020–2024

#### 13.1.2 NIHON KOHDEN CORPORATION

TABLE 290 NIHON KOHDEN CORPORATION: COMPANY OVERVIEW

FIGURE 45 NIHON KOHDEN CORPORATION: COMPANY SNAPSHOT (2022)

TABLE 291 NIHON KOHDEN CORPORATION: PRODUCT LAUNCHES & APPROVALS, 2020–2024

#### 13.1.3 PHILIPS HEALTHCARE

TABLE 292 PHILIPS HEALTHCARE: COMPANY OVERVIEW

FIGURE 46 PHILIPS HEALTHCARE: COMPANY SNAPSHOT (2022)

TABLE 293 PHILIPS HEALTHCARE: DEALS, 2020–2024

#### 13.1.4 GE HEALTHCARE

TABLE 294 GE HEALTHCARE: COMPANY OVERVIEW

FIGURE 47 GE HEALTHCARE: COMPANY SNAPSHOT (2022)

TABLE 295 GE HEALTHCARE: DEALS, 2020–2024

#### 13.1.5 SIEMENS HEALTHINEERS AG

TABLE 296 SIEMENS HEALTHINEERS AG: COMPANY OVERVIEW

FIGURE 48 SIEMENS HEALTHINEERS AG: COMPANY SNAPSHOT (2023)

TABLE 297 SIEMENS HEALTHINEERS AG: PRODUCT LAUNCHES & APPROVALS, 2020–2024

TABLE 298 SIEMENS HEALTHINEERS AG: DEALS, 2020–2024

13.1.6 COMPUMEDICS LIMITED

TABLE 299 COMPUMEDICS LIMITED: COMPANY OVERVIEW

FIGURE 49 COMPUMEDICS LIMITED: COMPANY SNAPSHOT (2022)

TABLE 300 COMPUMEDICS LIMITED: PRODUCT LAUNCHES & APPROVALS, 2020–2024

TABLE 301 COMPUMEDICS LIMITED: DEALS, 2020–2024

13.1.7 MEDTRONIC

TABLE 302 MEDTRONIC: COMPANY OVERVIEW

FIGURE 50 MEDTRONIC: COMPANY SNAPSHOT (2023)

13.1.8 EDWARDS LIFESCIENCES CORPORATION

TABLE 303 EDWARDS LIFESCIENCES CORPORATION: COMPANY OVERVIEW

FIGURE 51 EDWARDS LIFESCIENCES CORPORATION: COMPANY SNAPSHOT (2022)

13.1.9 ADVANCED BRAIN MONITORING, INC.

TABLE 304 ADVANCED BRAIN MONITORING, INC.: COMPANY OVERVIEW

13.1.10 CADWELL INDUSTRIES, INC.

TABLE 305 CADWELL INDUSTRIES, INC.: COMPANY OVERVIEW

TABLE 306 CADWELL INDUSTRIES, INC.: PRODUCT LAUNCHES & APPROVALS, 2020–2024

TABLE 307 CADWELL INDUSTRIES, INC.: DEALS, 2020–2024

13.1.11 NEUROWAVE SYSTEMS, INC.

TABLE 308 NEUROWAVE SYSTEMS, INC.: COMPANY OVERVIEW

13.1.12 NEUROSOFT

TABLE 309 NEUROSOFT: COMPANY OVERVIEW

13.1.13 CGX

TABLE 310 CGX: COMPANY OVERVIEW

TABLE 311 CGX: OTHER DEVELOPMENTS, 2020–2024

13.1.14 NONIN

TABLE 312 NONIN: COMPANY OVERVIEW

13.1.15 RIMED

TABLE 313 RIMED: COMPANY OVERVIEW

TABLE 314 RIMED: DEALS, 2020–2024

13.1.16 EMOTIV

TABLE 315 EMOTIV: COMPANY OVERVIEW

13.1.17 DR?GERWERK AG & CO. KGAA

TABLE 316 DR?GERWERK AG & CO. KGAA: COMPANY OVERVIEW



FIGURE 52 DR?GERWERK AG & CO. KGAA: COMPANY SNAPSHOT (2022)

13.1.18 MASIMO CORPORATION

TABLE 317 MASIMO CORPORATION: COMPANY OVERVIEW

FIGURE 53 MASIMO CORPORATION: COMPANY SNAPSHOT (2021)

TABLE 318 MASIMO CORPORATION: DEALS, 2020–2024

13.1.19 LUCIOLE MEDICAL AG

TABLE 319 LUCIOLE MEDICAL AG: COMPANY OVERVIEW

TABLE 320 LUCIOLE MEDICAL AG: DEALS, 2020–2024

13.1.20 INTEGRA LIFESCIENCES

TABLE 321 INTEGRA LIFESCIENCES: COMPANY OVERVIEW

FIGURE 54 INTEGRA LIFE SCIENCES: COMPANY SNAPSHOT (2022)

13.2 OTHER PLAYERS

13.2.1 INFRASCAN, INC.

13.2.2 NEUSOFT MEDICAL SYSTEMS CO., LTD.

13.2.3 NORAXON USA

13.2.4 STERNMED GMBH

13.2.5 CERIBELL

\*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.

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.3 CUSTOMIZATION OPTIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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