

Healthcare Asset Management Market by Product (RFID (Active, Passive), RTLS, Ultrasound, Infrared), Application (Hospital (Equipment, Patient Monitoring, Staff Management, Hand Hygiene), Pharma (Drug Counterfeiting, Supply Chain)) - Global Forecast to 2023

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Abstracts

“Global healthcare asset management market is projected to grow at 31.4% during the forecast period”

The healthcare asset management market is expected to reach USD 35.19 billion by 2023 from USD 8.98 billion from 2018, at a CAGR of 31.4%. Acceptance of asset management in hospitals, acceptance of asset management solutions in the pharmaceutical industry, decline in prices of RFID tags, and need for better asset management in hospitals are fueling the growth of the healthcare asset management market. On the other hand, market growth may be limited to a certain extent due to high cost of RFID readers.

“By application, hospital asset management are expected to grow at the highest CAGR during the forecast period”

The healthcare asset management market is segmented into hospital asset management market and pharmaceutical asset management market. The hospital asset management market is expected to dominate the market; also, this application segment is expected to grow at the highest CAGR during the forecast period. The growing need for effective asset management in hospitals, expanding application areas of asset management solutions, and the availability of technologically advanced products are

some of the major factors driving the growth of this application segment.

“Asia to witness high growth during the forecast period”

In 2018, North America is expected to account for the largest share of the market followed by Europe. However, Asia is expected to register the highest CAGR during the forecast period. The high growth in Asia is poised to witness the highest growth owing to increasing drug counterfeiting concerns, government support in implementing RFID solutions in Asian economies, and partnerships between industry players and healthcare facilities for the development of advanced asset management solutions.

The primary interviews conducted for this report can be categorized as follows:

By Company Type: Tier 1 – 22%; Tier 2 - 29%; Tier 3 - 49%.

By Designation: C-level- 26%; D-level- 31%; others--43%.

By Region: North America-47%; Europe-37%; Asia -9%; RoW-7%.

List of companies profiled in the report

AiRISTA Flow (US)

Elpas (US)

CenTrak, Inc. (US)

ThingMagic [A Novanta Company (US)]

Sonitor (Norway)Stanley Healthcare (US)

Versus Technology, Inc. (US)

Zebra Technologies (US)

GE Healthcare (US)

IBM Corporation (US)

Research Coverage:

The report provides an overview of the healthcare asset management market. It aims at estimating the market size and growth potential of this market across different segments such as products, applications, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in the healthcare asset management market by providing them with the closest approximations of revenues for the overall market and its subsegments. This report will help stakeholders to understand the competitive landscape better and gain insights to position their businesses and help companies adopt suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provide them with information regarding key market drivers and opportunities.

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