

Holter ECG Market by Product (Wired Holter ECG, Wireless Holter ECG, Software), Lead Type (Patch Type 1-Lead, 3-Lead, 6-Lead, 12-Lead), EndUser (Hospitals and Specialty Clinics, Ambulatory Surgical Centers), & Region - Global Forecast to 2027

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Abstracts

The global Holter ECG market is projected to reach USD 558 million by 2027 from USD 416 million in 2022, at a CAGR of 6.1% during the forecast period. The aging population, rising cardiovascular disease (CVD) prevalence, awareness of the need for early and ongoing diagnosis, and technological developments in wearable devices are all contributing to the expansion of the Holter ECG market.

“The wired Holter ECG monitors segment accounted for the highest market share during the forecast period”

Based on product, the Holter ECG market is segmented into wired Holter ECG monitors, wireless Holter ECG monitors, and software. The wired Holter ECG monitors segment is expected to witness a high market share during the forecast period. Growth in this market is mainly driven by the growing CVD prevalence and the need to minimize the costs associated with its treatment, along with the high accuracy and precision offered by wired Holter ECG devices in the diagnosis of heart activity.

“12-lead Holter monitor accounted for the highest CAGR during the forecast period”

Based on lead type, the Holter ECG market is segmented into patch type 1-lead, 3-lead, 6-lead, 12-lead, and other lead types (such as 4-, 5-, and 7-lead Holter ECG monitors, among others). In 2021, the 12-lead dominated the market, and the 3-lead observed the highest growth rate. The large share of this segment can be attributed to the wide use of

12-lead Holter monitors in various cardiology diagnostic and treatment applications.

“The North America segment accounted for the highest market share during the forecast period”

Based on the region segmentation, the Holter ECG market is divided into North America, Europe, Asia Pacific, Latin America, and Middle East Africa. North America holds the largest share and expects to dominate the Holter ECG market. The growth of this regional market is backed by the increasing prevalence of cardiovascular disease, the growth in the aging population, and the rising demand for remote monitoring.

Breakdown of supply-side primary interviews, by company type, designation, and region:

By Company Type: Tier 1 (40%), Tier 2 (30%), and Tier 3 (30%)

By Designation: C-level (27%), Director-level (18%), and Others (55%)

By Region: North America (51%), Asia- Pacific (18%), Europe (21%), Latin America (6%) and Middle East & Africa(4%)

Prominent companies include GE HealthCare (US), Koninklijke Philips N.V. (Netherlands), Nihon Kohden Corporation (Japan), OSI Systems, Inc. (US), Hill-Rom Holdings, Inc. (Baxter International Inc.) (US), Mindray Medical International Limited (China), SCHILLER AG (Switzerland), Bittium Corporation (Finland), Fukuda Denshi Co., Ltd. (Japan), BPL Medical Technologies Pvt. Ltd. (India), Meditech Equipment Co. Ltd. (China), Midmark Corporation (US), AliveCor, Inc. (US), VitalConnect (US), iRhythm Technologies, Inc. (US), Borsam Biomedical Instruments Co., Ltd. (China), Nasiff Associates, Inc. (US), Nasan Medical Electronics Pvt. Ltd. (India), VectraCor (US), ScottCare Corporation (US), Biomedical Instruments Co. Ltd. (China), EB Neuro S.p.A. (Italy), Viatom Technology Co., Ltd. (China), Cardiac Insight, Inc. (US), and LifeSignals, Inc. (US).

Research Coverage

This research report categorizes the Holter ECG market by product, lead type, end user, and region. The scope of the report covers detailed information regarding the

major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the Holter ECG market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; Contracts, partnerships, agreements, new product & service launches, mergers and acquisitions, and recent developments associated with the Holter ECG market. Competitive analysis of upcoming startups in the Holter ECG market ecosystem is covered in this report.

Key Benefits of Buying the Report:

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

The report provides insights on the following pointers:

Analysis of key drivers, restraints, opportunities, and challenges influencing the growth of the Holter ECG market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Holter ECG market.

Market Development: Comprehensive information about lucrative markets – the report analyses the Holter ECG market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Holter ECG market

Competitive Assessment: In-depth assessment of market ranking, growth strategies, and service offerings of leading players like GE HealthCare (US), Koninklijke Philips N.V. (Netherlands), Nihon Kohden Corporation (Japan), OSI Systems, Inc. (US), Hill-Rom Holdings, Inc. (Baxter International Inc.) (US) among others in the Holter ECG market strategies.

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* Business Overview, Products Offered, Recent Developments, and MnM View might not be captured in case of unlisted companies.

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11.2.7 NASIFF ASSOCIATES, INC.

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