

# **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.



## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKETS COVERED
  - 1.3.1 HOLTER ECG MARKET SEGMENTATION
  - 1.3.2 GEOGRAPHIC SCOPE
  - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 STUDY LIMITATIONS
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### FIGURE 1 HOLTER ECG MARKET: RESEARCH DESIGN METHODOLOGY

###### 2.1.1 SECONDARY DATA

- 2.1.1.1 Key data from secondary sources

###### 2.1.2 PRIMARY DATA

- 2.1.2.1 Primary sources
- 2.1.2.2 Key data from primary sources
- 2.1.2.3 Key industry insights
- 2.1.2.4 Breakdown of primary interviews

##### FIGURE 2 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY-SIDE AND DEMAND-SIDE PARTICIPANTS

##### FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

#### 2.2 MARKET SIZE ESTIMATION

###### 2.2.1 BOTTOM-UP APPROACH

- 2.2.1.1 Approach 1: Company revenue estimation approach

##### FIGURE 4 BOTTOM-UP APPROACH: COMPANY REVENUE ESTIMATION APPROACH

- 2.2.1.2 Approach 2: Presentations of companies and primary interviews
- 2.2.1.3 Growth forecast
- 2.2.1.4 CAGR projections

##### FIGURE 5 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS

## 2.2.2 TOP-DOWN APPROACH

FIGURE 6 HOLTER ECG MARKET: TOP-DOWN APPROACH

## 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION METHODOLOGY

## 2.4 MARKET SHARE

## 2.5 STUDY ASSUMPTIONS

## 2.6 RISK ASSESSMENT

2.6.1 RISK ASSESSMENT: HOLTER ECG MARKET

## 2.7 RECESSION IMPACT

# 3 EXECUTIVE SUMMARY

FIGURE 8 HOLTER ECG MARKET, BY PRODUCT, 2022 VS. 2027 (USD MILLION)

FIGURE 9 HOLTER ECG MARKET, BY LEAD TYPE, 2022 VS. 2027 (USD MILLION)

FIGURE 10 HOLTER ECG MARKET, BY END USER, 2022 VS. 2027 (USD MILLION)

FIGURE 11 GEOGRAPHICAL SNAPSHOT OF HOLTER ECG MARKET, 2022 VS.  
2027 (USD MILLION)

# 4 PREMIUM INSIGHTS

## 4.1 HOLTER ECG MARKET OVERVIEW

FIGURE 12 RISING INCIDENCE OF CARDIOVASCULAR DISEASE TO DRIVE  
MARKET GROWTH

## 4.2 HOLTER ECG MARKET SHARE, BY PRODUCT, 2022 VS. 2027

FIGURE 13 WIRED HOLTER ECG MONITORS SEGMENT TO HOLD LARGEST  
SHARE OF MARKET IN 2027

## 4.3 HOLTER ECG MARKET SHARE, BY LEAD TYPE, 2022 VS. 2027

FIGURE 14 12-LEAD HOLTER MONITORS SEGMENT TO ACCOUNT FOR LARGEST  
MARKET SHARE IN 2027

## 4.4 HOLTER ECG MARKET SHARE, BY END USER, 2022 VS. 2027

FIGURE 15 HOSPITALS AND SPECIALTY CLINICS SEGMENT TO DOMINATE  
MARKET IN 2027

## 4.5 HOLTER ECG MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES

FIGURE 16 ASIA PACIFIC TO REGISTER HIGHEST GROWTH RATE DURING  
FORECAST PERIOD

# 5 MARKET OVERVIEW

## 5.1 INTRODUCTION

*Holter ECG Market by Product (Wired Holter ECG, Wireless Holter ECG, Software), Lead Type (Patch Type 1-Lead,...*

## 5.2 MARKET DYNAMICS

### FIGURE 17 HOLTER ECG MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

#### 5.2.1 DRIVERS

##### 5.2.1.1 Rising geriatric population

### FIGURE 18 GROWTH IN AGING POPULATION, BY COUNTRY, 2015 VS. 2030

##### 5.2.1.2 Increasing prevalence of cardiovascular disease

##### 5.2.1.3 Technological advancements in wireless monitoring and wearable devices

##### 5.2.1.4 Increasing investments, funds, and grants for research on cardiac monitoring

#### 5.2.2 RESTRAINTS

##### 5.2.2.1 Frequent product recalls

### TABLE 1 KEY PRODUCT RECALLS

#### 5.2.3 OPPORTUNITIES

##### 5.2.3.1 Untapped emerging markets

#### 5.2.4 CHALLENGES

##### 5.2.4.1 Stringent regulatory requirements delaying approval of cardiac devices

##### 5.2.4.2 Dearth of skilled professionals with expertise in handling cardiac monitoring devices

## 5.3 PRICING ANALYSIS

### TABLE 2 AVERAGE SELLING PRICE OF HOLTER ECG MONITORING PRODUCTS (2022)

## 5.4 PATENT ANALYSIS

### FIGURE 19 PATENT ANALYSIS FOR HOLTER ECG MARKET

#### 5.4.1 LIST OF KEY PATENTS

## 5.5 VALUE CHAIN ANALYSIS

### FIGURE 20 VALUE CHAIN ANALYSIS OF HOLTER ECG MARKET: MAJOR VALUE ADDED DURING MANUFACTURING AND ASSEMBLY PHASES

## 5.6 SUPPLY CHAIN ANALYSIS

### FIGURE 21 HOLTER ECG MARKET: SUPPLY CHAIN ANALYSIS

## 5.7 ECOSYSTEM ANALYSIS

### FIGURE 22 HOLTER ECG MARKET: ECOSYSTEM ANALYSIS

#### 5.7.1 HOLTER ECG MARKET: ROLE IN ECOSYSTEM

## 5.8 PORTER'S FIVE FORCES ANALYSIS

### TABLE 3 HOLTER ECG MARKET: PORTER'S FIVE FORCES ANALYSIS

#### 5.8.1 THREAT OF NEW ENTRANTS

#### 5.8.2 THREAT OF SUBSTITUTES

#### 5.8.3 BARGAINING POWER OF BUYERS

#### 5.8.4 BARGAINING POWER OF SUPPLIERS

#### 5.8.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.9 REGULATORY ANALYSIS

TABLE 4 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 5 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 6 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 7 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 REST OF THE WORLD: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### 5.9.1 NORTH AMERICA

#### 5.9.1.1 US

#### 5.9.1.2 Canada

### 5.9.2 EUROPE

### 5.9.3 ASIA PACIFIC

#### 5.9.3.1 China

#### 5.9.3.2 Japan

#### 5.9.3.3 India

### 5.9.4 LATIN AMERICA

#### 5.9.4.1 Brazil

#### 5.9.4.2 Mexico

### 5.9.5 MIDDLE EAST

### 5.9.6 AFRICA

## 5.10 TRADE ANALYSIS

### 5.10.1 TRADE ANALYSIS FOR HOLTER ECG PRODUCTS

TABLE 9 IMPORT DATA FOR HOLTER ECG PRODUCTS, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 10 EXPORT DATA FOR HOLTER ECG PRODUCTS, BY COUNTRY, 2018–2022 (USD MILLION)

## 5.11 PESTLE ANALYSIS

## 5.12 TECHNOLOGY ANALYSIS

## 5.13 KEY CONFERENCES AND EVENTS, 2023–2024

TABLE 11 HOLTER ECG MARKET: DETAILED LIST OF CONFERENCES AND EVENTS

## 5.14 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

5.14.1 REVENUE SHIFT AND REVENUE POCKETS FOR HOLTER ECG MONITOR MANUFACTURERS

FIGURE 23 REVENUE SHIFT IN HOLTER ECG MARKET



## 5.15 KEY STAKEHOLDERS AND BUYING CRITERIA

### 5.15.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 24 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR HOLTER ECG PRODUCTS

TABLE 12 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR HOLTER ECG PRODUCTS

### 5.15.2 BUYING CRITERIA

FIGURE 25 KEY BUYING CRITERIA FOR HOLTER ECG PRODUCTS

TABLE 13 KEY BUYING CRITERIA FOR HOLTER ECG PRODUCTS

## 5.16 CASE STUDIES

### 5.16.1 CASE STUDY 1

### 5.16.2 CASE STUDY 2

## 6 HOLTER ECG MARKET, BY PRODUCT

### 6.1 INTRODUCTION

TABLE 14 HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

### 6.2 WIRED HOLTER ECG MONITORS

6.2.1 GROWING CVD PREVALENCE AND NEED FOR CONTINUOUS MONITORING TO FUEL GROWTH

TABLE 15 INDICATIVE LIST OF WIRED HOLTER ECG MONITORS

TABLE 16 WIRED HOLTER ECG MONITORS MARKET, BY REGION, 2020–2027 (USD MILLION)

### 6.3 WIRELESS HOLTER ECG MONITORS

6.3.1 INCREASING PREFERENCE FOR COMFORTABLE CARDIAC ACTIVITY MONITORING TO DRIVE GROWTH

TABLE 17 INDICATIVE LIST OF WIRELESS HOLTER ECG MONITORS

TABLE 18 WIRELESS HOLTER ECG MONITORS MARKET, BY REGION, 2020–2027 (USD MILLION)

### 6.4 SOFTWARE

6.4.1 HOLTER ECG SOFTWARE HELPS PROVIDE CLINICIANS WITH QUICK INSIGHTS AND PROTECTED PATIENT DATA

TABLE 19 HOLTER ECG SOFTWARE MARKET, BY REGION, 2020–2027 (USD MILLION)

## 7 HOLTER ECG MARKET, BY LEAD TYPE

### 7.1 INTRODUCTION

TABLE 20 HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

## 7.2 PATCH TYPE 1-LEAD HOLTER MONITORS

7.2.1 EASE OF USE FOR DIAGNOSIS AND QUICK RESULTS TO PROPEL  
MARKET GROWTH

TABLE 21 PATCH TYPE 1-LEAD HOLTER MONITORS MARKET, BY REGION,  
2020–2027 (USD MILLION)

## 7.3 3-LEAD HOLTER MONITORS

7.3.1 3-LEAD HOLTER MONITORS PERFORM MULTIPLE DIAGNOSTIC TESTS  
SIMULTANEOUSLY

TABLE 22 KEY PRODUCTS IN 3-LEAD HOLTER MONITORS MARKET

TABLE 23 3-LEAD HOLTER MONITORS MARKET, BY REGION, 2020–2027 (USD  
MILLION)

## 7.4 6-LEAD HOLTER MONITORS

7.4.1 WIDE USE OF 6-LEAD HOLTER MONITORS FOR REMOTE PATIENT  
MONITORING TO DRIVE GROWTH

TABLE 24 KEY PRODUCTS IN 6-LEAD HOLTER MONITORS MARKET

TABLE 25 6-LEAD HOLTER MONITORS MARKET, BY REGION, 2020–2027 (USD  
MILLION)

## 7.5 12-LEAD HOLTER MONITORS

7.5.1 WIDE USE IN PRE-HOSPITAL AND CLINIC SETTINGS TO DRIVE GROWTH

TABLE 26 KEY PRODUCTS IN 12-LEAD HOLTER MONITORS MARKET

TABLE 27 12-LEAD HOLTER MONITORS MARKET, BY REGION, 2020–2027 (USD  
MILLION)

## 7.6 OTHER LEAD TYPES

TABLE 28 OTHER LEAD TYPE HOLTER MONITORS MARKET, BY REGION,  
2020–2027 (USD MILLION)

# 8 HOLTER ECG MARKET, BY END USER

## 8.1 INTRODUCTION

TABLE 29 HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

## 8.2 HOSPITALS AND SPECIALTY CLINICS

8.2.1 INCREASING NUMBER OF CARDIAC CENTERS TO SUPPORT GROWTH

TABLE 30 HOLTER ECG MARKET FOR HOSPITALS AND SPECIALTY CLINICS, BY  
REGION, 2020–2027 (USD MILLION)

## 8.3 AMBULATORY SURGICAL CENTERS

8.3.1 LOW-COST PROCEDURES TO DRIVE MARKET GROWTH

TABLE 31 HOLTER ECG MARKET FOR AMBULATORY SURGICAL CENTERS, BY  
REGION, 2020–2027 (USD MILLION)

## 8.4 OTHER END USERS

TABLE 32 HOLTER ECG MARKET FOR OTHER END USERS, BY REGION,  
2020–2027 (USD MILLION)

## **9 HOLTER ECG MARKET, BY REGION**

### **9.1 INTRODUCTION**

TABLE 33 HOLTER ECG MARKET, BY REGION, 2020–2027 (USD MILLION)

### **9.2 NORTH AMERICA**

FIGURE 26 NORTH AMERICA: HOLTER ECG MARKET SNAPSHOT

TABLE 34 NORTH AMERICA: HOLTER ECG MARKET, BY COUNTRY, 2020–2027  
(USD MILLION)

TABLE 35 NORTH AMERICA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027  
(USD MILLION)

TABLE 36 NORTH AMERICA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027  
(USD MILLION)

TABLE 37 NORTH AMERICA: HOLTER ECG MARKET, BY END USER, 2020–2027  
(USD MILLION)

#### **9.2.1 RECESSION IMPACT**

#### **9.2.2 US**

##### **9.2.2.1 Rising prevalence of heart diseases to drive growth**

TABLE 38 US: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 39 US: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 40 US: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### **9.2.3 CANADA**

##### **9.2.3.1 Increasing geriatric patient pool to support growth**

TABLE 41 CANADA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD  
MILLION)

TABLE 42 CANADA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD  
MILLION)

TABLE 43 CANADA: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD  
MILLION)

### **9.3 EUROPE**

TABLE 44 EUROPE: HEALTHCARE EXPENDITURE, BY COUNTRY (% OF GDP)

TABLE 45 EUROPE: HOLTER ECG MARKET, BY COUNTRY, 2020–2027 (USD  
MILLION)

TABLE 46 EUROPE: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD  
MILLION)

TABLE 47 EUROPE: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD  
MILLION)

TABLE 48 EUROPE: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.1 RECESSION IMPACT

9.3.2 GERMANY

9.3.2.1 Increasing healthcare expenditure to fuel market growth

TABLE 49 GERMANY: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 50 GERMANY: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 51 GERMANY: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.3 UK

9.3.3.1 Rising demand for home-based cardiac monitoring devices to support market growth

TABLE 52 UK: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 53 UK: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 54 UK: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.4 FRANCE

9.3.4.1 Increasing risk of cardiovascular disease to propel growth

TABLE 55 FRANCE: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 56 FRANCE: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 57 FRANCE: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.5 ITALY

9.3.5.1 High prevalence of cardiovascular disease to drive growth

TABLE 58 ITALY: NUMBER OF ELDERLY CITIZENS WITH ATRIAL FIBRILLATION (THOUSAND)

TABLE 59 ITALY: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 60 ITALY: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 61 ITALY: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.5.2 Rising geriatric population to propel growth

TABLE 62 SPAIN: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 63 SPAIN: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD

MILLION)

TABLE 64 SPAIN: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.3.6 NETHERLANDS

9.3.6.1 Increasing prevalence of coronary heart disease to drive growth

TABLE 65 NETHERLANDS: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 66 NETHERLANDS: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 67 NETHERLANDS: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.3.7 REST OF EUROPE

TABLE 68 PERCENTAGE OF POPULATION AGED 60 OR OVER, 2017 VS. 2050

TABLE 69 REST OF EUROPE: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 70 REST OF EUROPE: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 71 REST OF EUROPE: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4 ASIA PACIFIC

FIGURE 27 ASIA PACIFIC: HOLTER ECG MARKET SNAPSHOT

TABLE 72 ASIA PACIFIC: HOLTER ECG MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 73 ASIA PACIFIC: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 74 ASIA PACIFIC: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 75 ASIA PACIFIC: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.1 RECESSION IMPACT

#### 9.4.2 CHINA

9.4.2.1 Growing public access to modern healthcare to support growth

TABLE 76 CHINA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 77 CHINA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 78 CHINA: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.3 JAPAN

#### 9.4.3.1 Favorable regulatory framework to drive growth

TABLE 79 JAPAN: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 80 JAPAN: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 81 JAPAN: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.4 INDIA

##### 9.4.4.1 Increasing investment in healthcare system to drive market

TABLE 82 INDIA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 83 INDIA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 84 INDIA: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.5 AUSTRALIA

##### 9.4.5.1 Initiatives to enhance healthcare access and infrastructure to drive market

TABLE 85 AUSTRALIA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 86 AUSTRALIA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 87 AUSTRALIA: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.6 THAILAND

##### 9.4.6.1 Increasing healthcare expenditure to drive growth

TABLE 88 THAILAND: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 89 THAILAND: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 90 THAILAND: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.7 SINGAPORE

##### 9.4.7.1 Increasing demand for health and aged care services to drive market

TABLE 91 SINGAPORE: PERCENTAGE OF DEATHS FROM CARDIOVASCULAR DISEASE

TABLE 92 SINGAPORE: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 93 SINGAPORE: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 94 SINGAPORE: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD

MILLION)

#### 9.4.8 INDONESIA

9.4.8.1 Rising number of CVD cases to drive growth

TABLE 95 INDONESIA: NUMBER OF ELDERLY CITIZENS (THOUSAND)

TABLE 96 INDONESIA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 97 INDONESIA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 98 INDONESIA: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.4.9 REST OF ASIA PACIFIC

TABLE 99 REST OF ASIA PACIFIC: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 100 REST OF ASIA PACIFIC: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 101 REST OF ASIA PACIFIC: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.5 LATIN AMERICA

TABLE 102 LATIN AMERICA: HOLTER ECG MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 103 LATIN AMERICA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 104 LATIN AMERICA: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 105 LATIN AMERICA: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.5.1 RECESSION IMPACT

#### 9.5.2 BRAZIL

9.5.2.1 Increasing prevalence of CVD to drive growth

TABLE 106 BRAZIL: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 107 BRAZIL: HOLTER ECG MARKET, BY LEAD TYPE, 2020–2027 (USD MILLION)

TABLE 108 BRAZIL: HOLTER ECG MARKET, BY END USER, 2020–2027 (USD MILLION)

#### 9.5.3 REST OF LATIN AMERICA

TABLE 109 REST OF LATIN AMERICA: HOLTER ECG MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 110 REST OF LATIN AMERICA: HOLTER ECG MARKET, BY LEAD TYPE,



2020–2027 (USD MILLION)

TABLE 111 REST OF LATIN AMERICA: HOLTER ECG MARKET, BY END USER,  
2020–2027 (USD MILLION)

9.6 MIDDLE EAST & AFRICA

TABLE 112 MIDDLE EAST & AFRICA: HOLTER ECG MARKET, BY PRODUCT,  
2020–2027 (USD MILLION)

TABLE 113 MIDDLE EAST & AFRICA: HOLTER ECG MARKET, BY LEAD TYPE,  
2020–2027 (USD MILLION)

TABLE 114 MIDDLE EAST & AFRICA: HOLTER ECG MARKET, BY END USER,  
2020–2027 (USD MILLION)

9.6.1 RECESSION IMPACT

## **10 COMPETITIVE LANDSCAPE**

10.1 OVERVIEW

10.2 STRATEGIES OF KEY PLAYERS

10.2.1 OVERVIEW OF STRATEGIES ADOPTED BY PLAYERS IN HOLTER ECG  
MARKET

TABLE 115 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

10.3 REVENUE SHARE ANALYSIS

FIGURE 28 REVENUE SHARE ANALYSIS OF TOP PLAYERS IN HOLTER ECG  
MARKET

10.4 MARKET SHARE ANALYSIS

FIGURE 29 HOLTER ECG MARKET SHARE, BY KEY PLAYER (2021)

TABLE 116 HOLTER ECG MARKET SHARE: DEGREE OF COMPETITION

10.5 COMPETITIVE LEADERSHIP MAPPING

10.5.1 LIST OF EVALUATED VENDORS

10.5.2 STARS

10.5.3 EMERGING LEADERS

10.5.4 PERVASIVE PLAYERS

10.5.5 PARTICIPANTS

FIGURE 30 HOLTER ECG MARKET: COMPETITIVE LEADERSHIP MAPPING, 2021

10.6 COMPETITIVE LEADERSHIP MAPPING FOR START-UPS/SMES

10.6.1 PROGRESSIVE COMPANIES

10.6.2 STARTING BLOCKS

10.6.3 RESPONSIVE COMPANIES

10.6.4 DYNAMIC COMPANIES

FIGURE 31 HOLTER ECG MARKET: COMPETITIVE LEADERSHIP MAPPING FOR  
START-UPS/SMES, 2021



## 10.7 COMPETITIVE BENCHMARKING

### 10.7.1 PRODUCT AND REGIONAL FOOTPRINT ANALYSIS

FIGURE 32 PRODUCT AND REGIONAL FOOTPRINT ANALYSIS OF TOP PLAYERS

TABLE 117 HOLTER ECG MARKET: REGIONAL FOOTPRINT OF TOP PLAYERS

TABLE 118 HOLTER ECG MARKET: PRODUCT FOOTPRINT OF TOP PLAYERS

TABLE 119 HOLTER ECG MARKET: DETAILED LIST OF KEY START-UPS/SMES

## 10.8 COMPETITIVE SCENARIO

### 10.8.1 PRODUCT LAUNCHES AND APPROVALS

TABLE 120 KEY PRODUCT LAUNCHES AND APPROVALS

### 10.8.2 DEALS

TABLE 121 KEY DEALS

## 11 COMPANY PROFILES

### 11.1 KEY PLAYERS

(Business Overview, Products Offered, Recent Developments, and MnM View)\*

#### 11.1.1 GE HEALTHCARE

TABLE 122 GE HEALTHCARE: BUSINESS OVERVIEW

FIGURE 33 GE HEALTHCARE: COMPANY SNAPSHOT (2021)

#### 11.1.2 KONINKLIJKE PHILIPS N.V.

TABLE 123 KONINKLIJKE PHILIPS N.V.: BUSINESS OVERVIEW

FIGURE 34 KONINKLIJKE PHILIPS N.V.: COMPANY SNAPSHOT (2021)

#### 11.1.3 NIHON KOHDEN CORPORATION

TABLE 124 NIHON KOHDEN CORPORATION: BUSINESS OVERVIEW

FIGURE 35 NIHON KOHDEN CORPORATION: COMPANY SNAPSHOT (2021)

#### 11.1.4 OSI SYSTEMS, INC.

TABLE 125 OSI SYSTEMS, INC.: BUSINESS OVERVIEW

FIGURE 36 OSI SYSTEMS, INC.: COMPANY SNAPSHOT (2021)

#### 11.1.5 HILL-ROM HOLDINGS, INC. (BAXTER INTERNATIONAL INC.)

TABLE 126 HILL-ROM HOLDINGS, INC.: BUSINESS OVERVIEW

FIGURE 37 HILL-ROM HOLDINGS, INC.: COMPANY SNAPSHOT (2021)

#### 11.1.6 MINDRAY MEDICAL INTERNATIONAL LIMITED

TABLE 127 MINDRAY MEDICAL INTERNATIONAL LIMITED: BUSINESS OVERVIEW

FIGURE 38 MINDRAY MEDICAL INTERNATIONAL LIMITED: COMPANY SNAPSHOT (2021)

#### 11.1.7 SCHILLER AG

TABLE 128 SCHILLER AG: BUSINESS OVERVIEW

#### 11.1.8 BITTIUM CORPORATION

TABLE 129 BITTIUM CORPORATION: BUSINESS OVERVIEW

**FIGURE 39 BITTIUM CORPORATION: COMPANY SNAPSHOT (2021)****11.1.9 FUKUDA DENSHI CO., LTD.****TABLE 130 FUKUDA DENSHI CO., LTD.: BUSINESS OVERVIEW****FIGURE 40 FUKUDA DENSHI CO., LTD.: COMPANY SNAPSHOT (2021)****11.1.10 BPL MEDICAL TECHNOLOGIES PVT. LTD.****TABLE 131 BPL MEDICAL TECHNOLOGIES PVT. LTD.: BUSINESS OVERVIEW**

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

**11.2 OTHER PLAYERS****11.2.1 MEDITECH EQUIPMENT CO. LTD.****11.2.2 MIDMARK CORPORATION****11.2.3 ALIVECOR, INC.****11.2.4 VITALCONNECT****11.2.5 IRHYTHM TECHNOLOGIES, INC.****11.2.6 BORSAM BIOMEDICAL INSTRUMENTS CO., LTD.****11.2.7 NASIFF ASSOCIATES, INC.****11.2.8 NASAN MEDICAL ELECTRONICS PVT. LTD.****11.2.9 VECTRACOR****11.2.10 SCOTTCARE CORPORATION****11.2.11 BIOMEDICAL INSTRUMENTS CO. LTD.****11.2.12 EB NEURO S.P.A.****11.2.13 VIATOM TECHNOLOGY CO., LTD.****11.2.14 CARDIAC INSIGHT, INC.****11.2.15 LIFESIGNALS, INC.****12 APPENDIX****12.1 DISCUSSION GUIDE****12.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL****12.3 CUSTOMIZATION OPTIONS****12.4 RELATED REPORTS****12.5 AUTHOR DETAILS**

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