

Holter ECG Market by Product (Wired Holter ECG, Wireless Holter ECG, Software), Lead Type (Patch Type 1-Lead, 3-Lead, 6-Lead, 12-Lead, Others), End User (Hospitals and Specialty Clinics, Ambulatory Surgical Centers), & Region - Global Forecast to 2030

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Abstracts

The global Holter ECG market is projected to grow from USD 0.49 billion in 2025 to USD 0.76 billion by 2030, at a CAGR of 6.5% during this period. One of the primary factors driving market growth is the increasing prevalence of cardiovascular diseases. However, frequent product recalls may impact the growth of the Holter ECG market.

“The wired Holter ECG monitors segment held the largest share of the market in 2024.”

The Holter ECG market is segmented based on product type into wired Holter ECG monitors, wireless Holter ECG monitors, and software. The wired Holter ECG monitors segment is further divided into conventional Holter ECG monitors, multi-channel Holter ECG monitors, and extended Holter ECG monitors. In contrast, the wireless Holter ECG monitors segment includes telemetry Holter ECG monitors, wearable Holter ECG monitors, and other wireless Holter ECG monitors.

The wired Holter ECG monitors segment is anticipated to dominate the market during the forecast period. This is due to the high accuracy and precision these devices offer in diagnosing heart activity. Additionally, the rising prevalence of cardiovascular diseases (CVD) and the increasing need to reduce treatment costs are driving growth in this segment.

“The hospitals & specialty clinics segment dominated the market in 2024.”

The end-user market for Holter ECG devices is divided into hospitals & specialty clinics, ambulatory surgical centers, and other end users. During the forecast period, hospitals & specialty clinics are expected to hold the largest share of the global Holter ECG market. This dominance is largely due to the increasing prevalence of cardiovascular diseases (CVD) and a rise in the number of cardiac implant procedures.

“The market in the APAC region is expected to register the highest growth rate for Holter ECG monitors during the forecast period.”

The Holter ECG market spans five key regions: North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. In 2024, North America held a significant share of the Holter ECG market, primarily driven by the US and Canada. Conversely, the Asia Pacific region is projected to experience the highest growth rate during the forecast period. This growth can be attributed to the increasing market penetration opportunities in emerging countries within the Asia Pacific region.

A breakdown of the primary participants referred to for this report is provided below:

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

By Designation: Directors (25%), Managers (25%), and Others (50%)

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

The key players in the Holter ECG market include GE HealthCare (US), Koninklijke Philips N.V. (Netherlands), Nihon Kohden Corporation (Japan), OSI Systems, Inc. (US), Hill-Rom (Baxter) (US), Mindray Medical International Limited (China), SCHILLER AG (Switzerland), Bittium (Finland), FUKUDA DENSHI (Japan), BPL Medical Technologies (India), Qingdao Meditech Equipment Co., Ltd. (China), Midmark Corporation (US), CardioComm Solutions, Inc. (US), and VitalConnect (US). These companies are among the prominent players in the Holter ECG industry.

Research Coverage

This report studies the Holter ECG market based on product, lead type, end user, and region. It also covers the factors affecting market growth, analyzes the various opportunities and challenges in the market, and provides details of the competitive

landscape for market leaders. Furthermore, the report analyzes micromarkets with respect to their individual growth trends and forecasts the revenue of the market segments with respect to five main regions (and the respective countries in these regions).

Reasons to Buy the Report

The report will help both established companies and new or smaller firms understand market trends, allowing them to capture a larger market share. Firms that purchase the report can use one or a combination of the strategies mentioned below to enhance their market presence.

This report provides insights on the following pointers:

Analysis of key drivers (rising geriatric population, increasing prevalence of cardiovascular disease, technological advancements in wireless monitoring and wearable devices, and increasing investments, funds, and grants for research on cardiac monitoring), restraints (frequent product recalls), opportunities (untapped emerging markets), and challenges (stringent regulatory requirements delaying approval of cardiac devices and dearth of skilled professionals with expertise in handling cardiac monitoring devices) influencing the growth of the Holter ECG market

Market Penetration: Comprehensive information on the product portfolios offered by the top players in the Holter ECG market

Analytical Development/Innovation: Detailed insights on the upcoming trends, R&D activities, and developments in the Holter ECG market

Market Development: Comprehensive information on lucrative emerging regions

Market Diversification: Exhaustive information about new products, growing geographies, and recent developments in the Holter ECG market

Competitive Assessment: In-depth assessment of market segments, growth strategies, revenue analysis, and services of the leading market players

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