

# **Medical Electrodes Market by Product [Diagnostic Electrodes (ECG, EEG, EMG), Therapeutic Electrodes (Defibrillator, Pacemaker)], Technology (Wet, Dry, Needle), Application (Neurophysiology, IOM), Usage (Disposable, Reusable), - Global Forecast to 2026**

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## **Abstracts**

The global medical electrode market is projected to reach USD 2.1 billion by 2026 from USD 1.7 billion in 2021, at a CAGR of 4.3% during the forecast period. Medical electrodes are widely used in hospitals, ambulatory surgical centers, diagnostic laboratories, and other healthcare institutions. Growth in the medical electrodes market is primarily driven by factors such as the rising incidence of target diseases, increasing investments in research, and growing preference for home and ambulatory healthcare services.

“Diagnostic medical electrodes segment is expected to dominate the market during the forecast period and is also expected to grow at the highest CAGR during the forecast period.”

Based on products, the medical electrodes market is segmented into diagnostic medical electrodes and therapeutic medical electrodes. In 2020, the diagnostic medical electrodes segment accounted for the largest share of the medical electrodes market. The large share and growth of this segment can be attributed to the rising emphasis on preventive medicine, increasing awareness of healthcare among people, and an increasing number of patients with chronic diseases.

“Disposable medical electrodes segment to dominate the market during the forecast period.”

Based on usability, medical electrodes are categorized into disposable electrodes and reusable electrodes. In 2020, the disposable electrodes segment dominated the medical electrodes market. This segment is also expected to register a higher growth rate than the reusable electrodes segment during the forecast period. The large share of the disposable electrodes segment is attributed to the growing adoption of disposable electrodes owing to its low risk of cross-contamination and cost-effectiveness.

“North America will dominate the market during the forecast period.”

Geographically, the medical electrodes market is segmented into North America, Europe, the Asia Pacific, and the Rest of the World. In 2020, North America accounted for the largest share of the medical electrodes market. North America is the largest market for medical electrodes. Factors such as the high prevalence of cardiac and neurological diseases and increasing product innovation in the region are driving the growth of the North American market. However, the Asia Pacific market is estimated to grow at a higher CAGR during the forecast period. Growth in the Asia Pacific market is primarily attributed to the rising prevalence of cardiac and neurological diseases, growth in the aging population, rising adoption of advanced technologies, and the growing focus of major players on enhancing their presence in emerging Asia Pacific countries

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

By Company Type - Tier 1: 36%, Tier 2: 45%, and Tier 3: 19%

By Designation - C-level: 33%, D-level: 40%, and Others: 27%

By Region - North America: 36%, Europe: 28%, Asia Pacific: 19%, and Rest of the World: 17%

#### List of Companies Profiled in the Report

Cardinal Health (US)

3M (US)

ZOLL Medical Corporation (US)

Medtronic (Ireland)

Ambu A/S (Denmark)

Natus Medical, Inc. (US)

Koninklijke Philips N.V. (Netherlands)

B. Braun Melsungen AG (Germany)

CONMED Corporation (US)

GE Healthcare (US)

Cognionics, Inc. (US)

Nihon Kohden Corporation (Japan)

RhythmLink International, LLC (US)

Compumedics Limited (Australia)

Nissha Medical Technologies (Japan)

Medico Electrodes International Ltd. (India)

EMED (Poland)

COMEPA (France)

TZ Medical (US)

R&D Medical Products (US)

Wellmmlen Healthcare Tech. (Suzhou) Co., Ltd (China)

Research Coverage:

This report provides a detailed picture of the global medical electrodes market. It aims at estimating the size and future growth potential of the market across different segments, such as product, usability, technology, application, and region. The report also analyzes factors (such as drivers and opportunities) affecting the market growth. It evaluates the opportunities in the market for stakeholders and provides details of the competitive landscape for market leaders. The report also studies micromarkets with respect to their growth trends, prospects, and contributions to the total medical electrodes market. The report forecasts the revenue of the market segments with respect to four major regions.

#### Reasons to Buy the Report:

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on medical electrodes offered by the top 25 players in the medical electrodes market. The report analyses the medical electrodes market by product, usability, technology, application, and region.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various medical electrodes across key geographic regions.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the medical electrodes market.

**Competitive Assessment:** In-depth assessment of market ranking and strategies of the leading players in the medical electrodes market.

## Contents

### 1 INTRODUCTION

#### 1.1 OBJECTIVES OF THE STUDY

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSION & EXCLUSIONS

#### 1.3 MARKET SCOPE

#### FIGURE 1 MEDICAL ELECTRODES MARKET

##### 1.3.1 YEARS CONSIDERED FOR THE STUDY

#### 1.4 CURRENCY

#### 1.5 LIMITATIONS

#### 1.6 STAKEHOLDERS

#### 1.7 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

#### FIGURE 2 RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

###### 2.1.1.1 Secondary sources

##### 2.1.2 PRIMARY DATA

#### FIGURE 3 PRIMARY SOURCES

###### 2.1.2.1 Key data from primary sources

###### 2.1.2.2 Key industry insights

#### FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

#### 2.2 MARKET SIZE ESTIMATION

#### FIGURE 5 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

##### 2.2.1 GROWTH FORECAST

#### FIGURE 6 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS

#### FIGURE 7 TOP-DOWN APPROACH

#### 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

#### FIGURE 8 DATA TRIANGULATION METHODOLOGY

#### 2.4 ASSUMPTIONS FOR THE STUDY

#### 2.5 COVID-19 ECONOMIC ASSESSMENT

#### 2.6 ASSESSMENT OF THE IMPACT OF COVID-19 ON THE ECONOMIC SCENARIO

#### FIGURE 9 CRITERIA IMPACTING THE GLOBAL ECONOMY

#### FIGURE 10 RECOVERY SCENARIO OF THE GLOBAL ECONOMY

### 3 EXECUTIVE SUMMARY

#### 3.1 INTRODUCTION

FIGURE 11 MEDICAL ELECTRODE MARKET, BY PRODUCT, 2021 VS. 2026 (USD MILLION)

FIGURE 12 MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2021 VS. 2026 (USD MILLION)

FIGURE 13 MEDICAL ELECTRODES MARKET, BY USABILITY, 2021–2026 (USD MILLION)

FIGURE 14 MEDICAL ELECTRODES MARKET, BY APPLICATION, 2021 VS. 2026 (USD MILLION)

FIGURE 15 GEOGRAPHIC SNAPSHOT OF THE MEDICAL ELECTRODES MARKET

### 4 PREMIUM INSIGHTS

#### 4.1 MEDICAL ELECTRODES MARKET OVERVIEW

FIGURE 16 RISING INCIDENCE OF NEUROLOGICAL DISORDERS & CVD TO DRIVE MARKET GROWTH DURING THE FORECAST PERIOD

4.2 ASIA PACIFIC: MEDICAL ELECTRODES MARKET, BY DIAGNOSTIC MEDICAL ELECTRODES & COUNTRY (2021)

FIGURE 17 ELECTROCARDIOGRAPHY (ECG) ELECTRODES TO ACCOUNT FOR THE LARGEST SHARE, BY DIAGNOSTIC ELECTRODES, IN 2021

4.3 MEDICAL ELECTRODES MARKET, BY PRODUCT, 2021-2026

FIGURE 18 DIAGNOSTIC MEDICAL ELECTRODES ARE EXPECTED TO DOMINATE THE MARKET DURING THE FORECAST PERIOD

4.4 MEDICAL ELECTRODES MARKET: GEOGRAPHIC SNAPSHOT

FIGURE 19 CHINA TO REGISTER THE HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

### 5 MARKET OVERVIEW

#### 5.1 INTRODUCTION

#### 5.2 MARKET DYNAMICS

FIGURE 20 MEDICAL ELECTRODES MARKET: DRIVERS AND OPPORTUNITIES

##### 5.2.1 DRIVERS

5.2.1.1 The rising incidence of neurological & cardiovascular disorders

5.2.1.2 Increasing investments in research for medical devices

5.2.1.3 Growing preference for home & ambulatory care services

5.2.1.4 Rising demand for minimally invasive surgeries

## 5.2.2 OPPORTUNITIES

5.2.2.1 Growth opportunities in emerging economies

TABLE 1 ASIA: HEALTHCARE EXPENDITURE (% OF GDP), BY COUNTRY

## 5.3 REGULATORY LANDSCAPE

### 5.3.1 FDA

TABLE 2 US: REGULATORY APPROVAL PROCESS, BY DEVICE TYPE

### 5.3.2 EUROPEAN REGULATIONS

### 5.3.3 OTHER COUNTRIES

TABLE 3 MEDICAL DEVICE REGULATIONS, BY COUNTRY

## 5.4 COVID-19 IMPACT ON THE MEDICAL ELECTRODES MARKET

## 5.5 TECHNOLOGY ANALYSIS

## 5.6 PRICING ANALYSIS

TABLE 4 US: PRICE OF MEDICAL ELECTRODES, BY PRODUCT

## 5.7 TRADE ANALYSIS

TABLE 5 IMPORT DATA FOR ELECTROCARDIOGRAPHS, BY COUNTRY,  
2016-2020 (USD MILLION)

TABLE 6 EXPORT DATA FOR ELECTROCARDIOGRAPHS, BY COUNTRY,  
2016-2020 (USD MILLION)

## 5.8 PATENT ANALYSIS

## 5.9 VALUE CHAIN ANALYSIS

FIGURE 21 VALUE CHAIN ANALYSIS: MAJOR VALUE IS ADDED DURING THE  
MANUFACTURING AND ASSEMBLY PHASE

## 5.10 SUPPLY CHAIN ANALYSIS

FIGURE 22 DISTRIBUTION: A STRATEGY PREFERRED BY PROMINENT  
COMPANIES

## 5.11 MEDICAL ELECTRODES ECOSYSTEM

FIGURE 23 MEDICAL ELECTRODES ECOSYSTEM ANALYSIS

### 5.11.1 ROLE IN ECOSYSTEM

## 5.12 YCC SHIFT

## 5.13 PORTER'S FIVE FORCES ANALYSIS

TABLE 7 HIGH CONSOLIDATION IN THE MARKET TO RESTRICT THE ENTRY OF  
NEW PLAYERS

### 5.13.1 DEGREE OF COMPETITION

### 5.13.2 BARGAINING POWER OF SUPPLIERS

### 5.13.3 BARGAINING POWER OF BUYERS

### 5.13.4 THREAT OF SUBSTITUTES

### 5.13.5 THREAT OF NEW ENTRANTS

## 6 MEDICAL ELECTRODES MARKET, BY PRODUCT

### 6.1 INTRODUCTION

TABLE 8 MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

### 6.2 DIAGNOSTIC MEDICAL ELECTRODES

TABLE 9 DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY TYPE, 2019–2026 (USD MILLION)

TABLE 10 DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.2.1 ELECTROCARDIOGRAPHY (ECG) ELECTRODES

6.2.1.1 The rising prevalence of cardiovascular diseases to drive market growth for ECG electrodes

TABLE 11 ECG ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.2.2 ELECTROENCEPHALOGRAPHY (EEG) ELECTRODES

6.2.2.1 EEG electrodes help in monitoring seizure disorders and other brain conditions

TABLE 12 EEG ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.2.3 ELECTROMYOGRAPHY (EMG) ELECTRODES

6.2.3.1 Increasing incidences of neuromuscular disorders to drive the market growth

TABLE 13 EMG ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.2.4 OTHER DIAGNOSTIC ELECTRODES

TABLE 14 OTHER DIAGNOSTIC ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

### 6.3 THERAPEUTIC MEDICAL ELECTRODES

TABLE 15 THERAPEUTIC MEDICAL ELECTRODES MARKET, BY TYPE, 2019–2026 (USD MILLION)

TABLE 16 THERAPEUTIC ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.3.1 DEFIBRILLATOR ELECTRODES

6.3.1.1 Rising prevalence of CVD to drive the growth of this segment

TABLE 17 DEFIBRILLATOR ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

6.3.2 TRANSCUTANEOUS ELECTRICAL NERVE STIMULATION (TENS) ELECTRODES

6.3.2.1 Low cost and ease of use to support the market growth for this segment

TABLE 18 TENS ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.3.3 ELECTROSURGICAL ELECTRODES

6.3.3.1 Increasing demand for minimally invasive surgical procedures to drive the



market growth

TABLE 19 ELECTROSURGICAL ELECTRODES MARKET, BY REGION, 2019–2026  
(USD MILLION)

#### 6.3.4 PACEMAKER ELECTRODES

6.3.4.1 Rising geriatric population to drive market growth for pacemaker electrodes

TABLE 20 PACEMAKER ELECTRODES MARKET, BY REGION, 2019–2026 (USD  
MILLION)

#### 6.3.5 NEUROMUSCULAR ELECTRICAL STIMULATION (NMES) ELECTRODES

6.3.5.1 NMES electrodes are largely used in the field of neurorehabilitation

TABLE 21 NMES ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

#### 6.3.6 OTHER THERAPEUTIC ELECTRODES

TABLE 22 OTHER THERAPEUTIC ELECTRODES MARKET, BY REGION, 2019–2026  
(USD MILLION)

## 7 MEDICAL ELECTRODES MARKET, BY TECHNOLOGY

### 7.1 INTRODUCTION

TABLE 23 MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD  
MILLION)

### 7.2 WET ELECTRODES

7.2.1 WET ELECTRODES OFFER HIGH-QUALITY SIGNAL RECORDING

TABLE 24 WET ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

### 7.3 DRY ELECTRODES

7.3.1 TECHNOLOGICAL ADVANCEMENTS IN DRY ELECTRODES PROVIDE  
BETTER PATIENT COMFORT

TABLE 25 SPIKE SIZE OF ELECTRODES WITH ADVANTAGES AND  
DISADVANTAGES

TABLE 26 COMMERCIAL EEG SYSTEMS BASED ON DRY ELECTRODES

TABLE 27 DRY ELECTRODES MARKET, BY REGION, 2019–2026 (USD MILLION)

### 7.4 NEEDLE ELECTRODES

7.4.1 NEEDLE ELECTRODES ARE LESS SUSCEPTIBLE TO MOVEMENT ERRORS

TABLE 28 NEEDLE ELECTRODES MARKET, BY REGION, 2019–2026 (USD  
MILLION)

## 8 MEDICAL ELECTRODES MARKET, BY USABILITY

### 8.1 INTRODUCTION

TABLE 29 MEDICAL ELECTRODES MARKET, BY USABILITY, 2019-2026 (USD  
MILLION)

## 8.2 DISPOSABLE MEDICAL ELECTRODES

### 8.2.1 GROWING PREVALENCE OF HAIS TO DRIVE THE MARKET GROWTH OF THIS SEGMENT

TABLE 30 DISPOSABLE MEDICAL ELECTRODES MARKET, BY REGION, 2019-2026 (USD MILLION)

## 8.3 REUSABLE MEDICAL ELECTRODES

### 8.3.1 THE HIGH MAINTENANCE COST OF REUSABLE ELECTRODES LIMITS ADOPTION

TABLE 31 REUSABLE MEDICAL ELECTRODES MARKET, BY REGION, 2019-2026 (USD MILLION)

## 9 MEDICAL ELECTRODES MARKET, BY APPLICATION

### 9.1 INTRODUCTION

TABLE 32 MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019-2026 (USD MILLION)

### 9.2 CARDIOLOGY

#### 9.2.1 INCREASING INCIDENCE OF CARDIOVASCULAR DISEASES TO DRIVE THE MARKET GROWTH

TABLE 33 MEDICAL ELECTRODES MARKET FOR CARDIOLOGY, BY REGION, 2019-2026 (USD MILLION)

### 9.3 NEUROPHYSIOLOGY

#### 9.3.1 THE GROWING PREVALENCE OF BRAIN DISORDERS TO SUPPORT MARKET GROWTH FOR THIS SEGMENT

TABLE 34 MEDICAL ELECTRODES MARKET FOR NEUROPHYSIOLOGY, BY REGION, 2019-2026 (USD MILLION)

### 9.4 SLEEP DISORDERS

#### 9.4.1 GROWING INCIDENCE OF SLEEP DISORDERS TO DRIVE THE GROWTH OF THIS SEGMENT

TABLE 35 MEDICAL ELECTRODES MARKET FOR SLEEP DISORDERS, BY REGION, 2019-2026 (USD MILLION)

### 9.5 INTRAOPERATIVE MONITORING (IOM)

#### 9.5.1 IOM HELPS REDUCE THE RISK OF NEUROLOGICAL DEFICITS

TABLE 36 MEDICAL ELECTRODES MARKET FOR INTRAOPERATIVE MONITORING, BY REGION, 2019-2026 (USD MILLION)

### 9.6 SURGICAL APPLICATIONS

#### 9.6.1 INCREASING NUMBER OF MINIMALLY INVASIVE SURGERIES TO DRIVE THE MARKET GROWTH FOR SURGICAL APPLICATIONS

TABLE 37 MEDICAL ELECTRODES MARKET FOR SURGICAL APPLICATIONS, BY

REGION, 2019-2026 (USD MILLION)

9.7 OTHER APPLICATIONS

TABLE 38 MEDICAL ELECTRODES MARKET FOR OTHER APPLICATIONS, BY  
REGION, 2019-2026 (USD MILLION)

## **10 MEDICAL ELECTRODES MARKET, BY REGION**

10.1 INTRODUCTION

TABLE 39 MEDICAL ELECTRODES MARKET, BY REGION, 2019–2026 (USD  
MILLION)

10.2 NORTH AMERICA

FIGURE 24 NORTH AMERICA: MEDICAL ELECTRODES MARKET SNAPSHOT

TABLE 40 NORTH AMERICA: MEDICAL ELECTRODES MARKET, BY COUNTRY,  
2019–2026 (USD MILLION)

TABLE 41 NORTH AMERICA: MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 42 NORTH AMERICA: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 43 NORTH AMERICA: THERAPEUTIC ELECTRODES MARKET, BY TYPE,  
2019–2026 (USD MILLION)

TABLE 44 NORTH AMERICA: MEDICAL ELECTRODES MARKET, BY  
TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 45 NORTH AMERICA: MEDICAL ELECTRODES MARKET, BY USABILITY,  
2019–2026 (USD MILLION)

TABLE 46 NORTH AMERICA: MEDICAL ELECTRODES MARKET, BY APPLICATION,  
2019–2026 (USD MILLION)

10.2.1 US

10.2.1.1 The US accounts for the largest share of the North American market during  
the forecast period

TABLE 47 US: KEY MACROINDICATORS

TABLE 48 US: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD  
MILLION)

TABLE 49 US: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 50 US: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 51 US: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026  
(USD MILLION)

TABLE 52 US: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026 (USD

MILLION)

TABLE 53 US: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026  
(USD MILLION)

#### 10.2.2 CANADA

10.2.2.1 Increasing research in the field of cardiology and neurology to drive the market

TABLE 54 RESEARCH GRANTS FOR PATIENT MONITORING DEVICES IN CANADA

TABLE 55 CANADA: KEY MACROINDICATORS

TABLE 56 CANADA: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026  
(USD MILLION)

TABLE 57 CANADA: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 58 CANADA: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 59 CANADA: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY,  
2019–2026 (USD MILLION)

TABLE 60 CANADA: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026  
(USD MILLION)

TABLE 61 CANADA: MEDICAL ELECTRODES MARKET, BY APPLICATION,  
2019–2026 (USD MILLION)

#### 10.3 EUROPE

TABLE 62 EUROPE: MEDICAL ELECTRODES MARKET, BY COUNTRY, 2019–2026  
(USD MILLION)

TABLE 63 EUROPE: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026  
(USD MILLION)

TABLE 64 EUROPE: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 65 EUROPE: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 66 EUROPE: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY,  
2019–2026 (USD MILLION)

TABLE 67 EUROPE: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026  
(USD MILLION)

TABLE 68 EUROPE: MEDICAL ELECTRODES MARKET, BY APPLICATION,  
2019–2026 (USD MILLION)

#### 10.3.1 GERMANY

10.3.1.1 Germany accounted for the largest share of the market in Europe in 2020

TABLE 69 GERMANY: KEY MACROINDICATORS

TABLE 70 GERMANY: MEDICAL ELECTRODES MARKET, BY PRODUCT,

2019–2026 (USD MILLION)

TABLE 71 GERMANY: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 72 GERMANY: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 73 GERMANY: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 74 GERMANY: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026 (USD MILLION)

TABLE 75 GERMANY: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026 (USD MILLION)

### 10.3.2 FRANCE

10.3.2.1 High incidences of neurological disorders drive the market growth in France

TABLE 76 FRANCE: KEY MACROINDICATORS

TABLE 77 FRANCE: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 78 FRANCE: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 79 FRANCE: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 80 FRANCE: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 81 FRANCE: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026 (USD MILLION)

TABLE 82 FRANCE: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026 (USD MILLION)

### 10.3.3 UK

10.3.3.1 Increasing investments in public and private sectors to drive the market growth

TABLE 83 UK: KEY MACROINDICATORS

TABLE 84 UK: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 85 UK: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 86 UK: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 87 UK: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 88 UK: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026 (USD

MILLION)

TABLE 89 UK: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026  
(USD MILLION)

#### 10.3.4 REST OF EUROPE (ROE)

TABLE 90 ROE: HEALTHCARE EXPENDITURE, BY COUNTRY, 2010 VS. 2018 (%  
OF GDP)

TABLE 91 ROE: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD  
MILLION)

TABLE 92 ROE: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 93 ROE: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 94 ROE: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026  
(USD MILLION)

TABLE 95 ROE: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026  
(USD MILLION)

TABLE 96 ROE: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026  
(USD MILLION)

#### 10.4 ASIA PACIFIC

FIGURE 25 APAC: MEDICAL ELECTRODES MARKET SNAPSHOT

TABLE 97 APAC: MEDICAL ELECTRODES MARKET, BY COUNTRY, 2019–2026  
(USD MILLION)

TABLE 98 APAC: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026  
(USD MILLION)

TABLE 99 APAC: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 100 APAC: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 101 APAC: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY,  
2019–2026 (USD MILLION)

TABLE 102 APAC: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026  
(USD MILLION)

TABLE 103 APAC: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026  
(USD MILLION)

##### 10.4.1 JAPAN

10.4.1.1 The elderly population in Japan drives the market growth for medical devices

TABLE 104 JAPAN: KEY MACROINDICATORS

TABLE 105 JAPAN: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026  
(USD MILLION)

TABLE 106 JAPAN: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 107 JAPAN: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 108 JAPAN: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 109 JAPAN: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026 (USD MILLION)

TABLE 110 JAPAN: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026 (USD MILLION)

#### 10.4.2 CHINA

10.4.2.1 Developing healthcare infrastructure to boost the market growth for medical electrodes in China

TABLE 111 CHINA: KEY MACROINDICATORS

TABLE 112 CHINA: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 113 CHINA: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 114 CHINA: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 115 CHINA: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 116 CHINA: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026 (USD MILLION)

TABLE 117 CHINA: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026 (USD MILLION)

#### 10.4.3 INDIA

10.4.3.1 High incidence of cardiovascular and neurological diseases to drive the market

TABLE 118 INDIA: KEY MACROINDICATORS

TABLE 119 INDIA: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 120 INDIA: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 121 INDIA: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026 (USD MILLION)

TABLE 122 INDIA: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY, 2019–2026 (USD MILLION)

TABLE 123 INDIA: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026



(USD MILLION)

TABLE 124 INDIA: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026

(USD MILLION)

#### 10.4.4 ROAPAC

TABLE 125 ROAPAC: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026

(USD MILLION)

TABLE 126 ROAPAC: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 127 ROAPAC: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 128 ROAPAC: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY,  
2019–2026 (USD MILLION)

TABLE 129 ROAPAC: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026  
(USD MILLION)

TABLE 130 ROAPAC: MEDICAL ELECTRODES MARKET, BY APPLICATION,  
2019–2026 (USD MILLION)

#### 10.5 REST OF THE WORLD

TABLE 131 ROW: MEDICAL ELECTRODES MARKET, BY PRODUCT, 2019–2026  
(USD MILLION)

TABLE 132 ROW: DIAGNOSTIC MEDICAL ELECTRODES MARKET, BY PRODUCT,  
2019–2026 (USD MILLION)

TABLE 133 ROW: THERAPEUTIC MEDICAL ELECTRODES MARKET, BY  
PRODUCT, 2019–2026 (USD MILLION)

TABLE 134 ROW: MEDICAL ELECTRODES MARKET, BY TECHNOLOGY,  
2019–2026 (USD MILLION)

TABLE 135 ROW: MEDICAL ELECTRODES MARKET, BY USABILITY, 2019–2026  
(USD MILLION)

TABLE 136 ROW: MEDICAL ELECTRODES MARKET, BY APPLICATION, 2019–2026  
(USD MILLION)

## 11 COMPETITIVE LANDSCAPE

### 11.1 OVERVIEW

FIGURE 26 KEY DEVELOPMENTS IN THE MEDICAL ELECTRODES MARKET,  
JANUARY 2018–APRIL 2021

### 11.2 MARKET SHARE ANALYSIS

TABLE 137 MEDICAL ELECTRODES MARKET: DEGREE OF COMPETITION (2019)

### 11.3 COMPANY EVALUATION QUADRANT

#### 11.3.1 STARS



### 11.3.2 EMERGING LEADERS

### 11.3.3 PERVASIVE PLAYERS

### 11.3.4 PARTICIPANTS

FIGURE 27 MEDICAL ELECTRODES MARKET: COMPANY EVALUATION QUADRANT, 2020

### 11.4 COMPANY EVALUATION QUADRANT: SMES/START-UPS

#### 11.4.1 PROGRESSIVE COMPANIES

#### 11.4.2 STARTING BLOCKS

#### 11.4.3 RESPONSIVE COMPANIES

#### 11.4.4 DYNAMIC COMPANIES

FIGURE 28 MEDICAL ELECTRODES MARKET: COMPANY EVALUATION QUADRANT FOR SMES & START-UPS, 2020

### 11.5 COMPETITIVE SCENARIO

FIGURE 29 MARKET EVALUATION MATRIX, 2018–2021

#### 11.5.1 DEALS

TABLE 138 DEALS

#### 11.5.2 PRODUCT LAUNCHES

TABLE 139 PRODUCT LAUNCHES/APPROVALS

#### 11.5.3 OTHER DEVELOPMENTS

TABLE 140 OTHER DEVELOPMENTS

### 11.6 COMPANY PRODUCT FOOTPRINT

TABLE 141 COMPANY FOOTPRINT

TABLE 142 COMPANY PRODUCT FOOTPRINT

TABLE 143 COMPANY GEOGRAPHICAL FOOTPRINT

## 12 COMPANY PROFILES

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

### 12.1 KEY PLAYERS

#### 12.1.1 CARDINAL HEALTH

FIGURE 30 CARDINAL HEALTH: COMPANY SNAPSHOT (2020)

#### 12.1.2 3M

FIGURE 31 3M: COMPANY SNAPSHOT (2020)D

#### 12.1.3 ZOLL MEDICAL CORPORATION (PART OF ASAHI KASEI CORPORATION)

FIGURE 32 ASAHI KASEI CORPORATION: COMPANY SNAPSHOT (2020)

#### 12.1.4 MEDTRONIC

FIGURE 33 MEDTRONIC: COMPANY SNAPSHOT (2020)

#### 12.1.5 AMBU A/S.

FIGURE 34 AMBU A/S: COMPANY SNAPSHOT (2020)

#### 12.1.6 NATUS MEDICAL INCORPORATED

FIGURE 35 NATUS MEDICAL INCORPORATED: COMPANY SNAPSHOT (2020)

#### 12.1.7 B. BRAUN MELSUNGEN AG

FIGURE 36 B. BRAUN MELSUNGEN AG: COMPANY SNAPSHOT (2020)

#### 12.1.8 CONMED CORPORATION

FIGURE 37 CONMED CORPORATION: COMPANY SNAPSHOT (2020)

#### 12.1.9 COMPUMEDICS LIMITED

FIGURE 38 COMPUMEDICS LIMITED.: COMPANY SNAPSHOT (2020)

#### 12.1.10 COGNIONICS, INC.

#### 12.1.11 GE HEALTHCARE (SUBSIDIARY OF GENERAL ELECTRIC COMPANY)

FIGURE 39 GENERAL ELECTRIC COMPANY: COMPANY SNAPSHOT (2020)

#### 12.1.12 KONINKLIJKE PHILIPS N.V.

FIGURE 40 KONINKLIJKE PHILIPS N.V.: COMPANY SNAPSHOT (2020)

#### 12.1.13 NIHON KOHDEN CORPORATION

FIGURE 41 NIHON KOHDEN CORPORATION.: COMPANY SNAPSHOT (2019)

#### 12.1.14 RHYTHMLINK INTERNATIONAL, LLC

#### 12.1.15 NISSHA MEDICAL TECHNOLOGIES (SUBSIDIARY OF NISSHA CO., LTD)

FIGURE 42 NISSHA CO., LTD.: COMPANY SNAPSHOT (2019)

### 12.2 OTHER PLAYERS

#### 12.2.1 BOSTON SCIENTIFIC CORPORATION

#### 12.2.2 COMEPA

#### 12.2.3 EMED

#### 12.2.4 G.TEC MEDICAL ENGINEERING GMBH

#### 12.2.5 MEDICO ELECTRODES INTERNATIONAL LTD.

#### 12.2.6 TZ MEDICAL

#### 12.2.7 SOMNOMEDICSGMBH

#### 12.2.8 R&D MEDICAL PRODUCTS

#### 12.2.9 MEDLINE INDUSTRIES, INC.

#### 12.2.10 WELLMLEN HEALTHCARE TECH. (SUZHOU) CO., LTD.

\*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.

## 13 APPENDIX

### 13.1 DISCUSSION GUIDE

### 13.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.3 AVAILABLE CUSTOMIZATIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

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