

Medical Electrodes Market by Usability (Disposable, Reuse), Technology (Dry Electrodes, Wet, Needle), Diagnostic Procedures (ECG, EEG, EMG, EOG, ERG), Application (Cardio, Neurophysiology, Sleep Disorders, Intraoperative) - Global Forecast to 2022

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Abstracts

“Medical electrodes market projected to grow at a CAGR of 4.7%”

The diagnostic medical electrodes market is expected to reach USD 732.4 million by 2022 from USD 583.2 million in 2017, at a CAGR of 4.7%. Growth in this market is mainly driven by the rising incidence and prevalence of neurological and cardiovascular disorders, increasing investments in medical device research, and growing preference for home and ambulatory healthcare. In addition, emerging markets such as China, India, and Brazil are expected to offer significant growth opportunities for players operating in the market.

“Disposable electrodes are expected to witness high growth during the forecast period”

Based on usability, the market is categorized as disposable and reusable electrodes. The disposable electrodes segment is expected to dominate this market. The large share and high growth of this segment can be attributed to the growing adoption of disposable electrodes due to advantages such as cost effectiveness and the low risk of cross contamination.

“ECG to dominate the medical electrodes market”

Based on diagnostic procedures, the market is segmented into the market is segmented into electrocardiography (ECG), electroencephalography (EEG), electromyography

(EMG), and other procedures [electroretinography (ERG) and electrooculography (EOG)]. Among these, the ECG segment accounts for the largest share of the market. This can be attributed to the rising prevalence of CVD, increasing incidence of arrhythmias, and technological advancements in ECG electrodes.

“North America to dominate the market and Asia to witness high growth during the forecast period”

In 2017, North America is expected to account for the largest share of the market. Factors such as 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 Asian market is estimated to register the highest CAGR during the forecast period. Growth in the Asian market is primarily attributed to the rising prevalence of cardiac and neurological diseases, growth in aging population, rising adoption of advanced technologies, and the growing focus of major players on enhancing their presence in emerging Asian countries.

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

By Company Type: Tier 1 – 30%; Tier 2 - 45%; Tier 3 - 25%.

By Designation: C-level - 25%; D-level - 30%; Others - 45%.

By Region: North America – 45%; Europe - 35%; Asia - 12%; RoW - 8%.

List of Companies Profiled in the report

Medtronic

Koninklijke Philips N.V.

Ambu

Cognionics, Inc.

Natus Medical, Incorporated

3M Company

CONMED Corporation

RhythmLink International, LLC

Leonhard Lang GmbH (Acquired by DCC Plc)

Nihon Kohden Corporation

Compumedics Limited

g.tec medical engineering GmbH

SOMNOmedics GmbH

NeuroSky

GE Healthcare

Research Coverage:

The report provides an overview of the market. It aims at estimating the market size and future growth potential of this market across different segments such as usability, technology, procedure, application, 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 this market by providing them with the closest approximations of the revenue numbers for the overall market and its subsegments. This report will help stakeholders to understand the competitor landscape better and gain insights to position their businesses better and make 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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