

North American Home Healthcare Market, By Product [Blood Glucose Meter, ECG, IV Equipment, Nutrition, Wheelchair, Fitness, Heart Rate Monitor, Pregnancy Test Kit], Services [Respiratory Therapy, Rehabilitation Therapy] & Telehealth - Forecasts To 2017

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Abstracts

The North America home health care market was valued at \$90.9 billion in 2012; it is poised to grow at a CAGR of 7.5% to reach \$130.4 billion by 2017. Home healthcare market includes products, services, and telehealth. The home care product category comprises homecare testing, screening & monitoring devices, home healthcare therapeutic equipment, mobility assist & other devices, fitness, and nutrition products. Services include unskilled care, rehabilitation therapy, infusion therapy, and respiratory therapy, while telehealth includes home telehealth monitoring devices and telehealth services.

The most significant healthcare trend witnessed recently is the shift of treatment from hospitals to home in order to gain a cost advantage and reduce hospital expenditure. The move from treatment to proactive monitoring is also opening up new opportunities for the home healthcare market. Patients prefer home healthcare over hospitals for the convenience, privacy, and cost-effectiveness it offers. Factors like innovation, easy availability, aging demographics, and increasing chronic diseases drive the U.S. market, which has the largest share in terms of revenue. Canada is also a significant country of North American region. The rising healthcare cost and increasing incidences of chronic ailments are forcing Canadian government to move towards home healthcare. This factor has made home healthcare a lucrative market for many companies to invest. However, cut in Medicare payments to home health agencies and risk to the safety of

home healthcare workers are factors limiting the growth of this market.

The U.S. dominated the North American home healthcare market in 2012 and is expected to maintain its position in the coming five years, owing to the rising aging population, increasing chronic diseases, technological developments for various home use applications, positive response to home-based devices, increasing awareness, and proper insurance coverage in the country. Canada is expected to grow steadily, due to increasing awareness regarding home based devices, and increasing prevalence of lifestyle diseases such as diabetes, obesity, and cardiovascular diseases and various initiatives taken by government to promote home healthcare.

The prominent home healthcare service provider companies are Apria Healthcare Group (U.S.), Gentiva Health Service Inc. (U.S.) and Amdisys, Inc. (U.S.) while key home healthcare product manufacturing companies are Alere, Inc. (U.S.), Baxter International, Inc. (U.S.), B. Braun Melsungen AG (Germany), Fresenius Se & Co KGaA (Germany), GE Healthcare (U.K), Philips Healthcare (The Netherlands), and Roche Holdings (Switzerland).

Scope of the Report

This research report categorizes the North American home healthcare devices and services market into the following segments and sub-segments:

By product

Home Care Testing, Monitoring and Screening

Home Healthcare Therapeutic Equipment

Mobility Assist & Other Devices

Nutrition

Fitnessv

Based on application, the product market is sub-segmented into the following types:

Home Care Testing, Monitoring and Screening
HIV Kits

BP Monitors

Blood Glucose Meters

ECG/EKG Devices

EEG Devices

Apnea and Sleep Monitors

Holter Monitors

Event Monitors

Drug & Alcohol Test Kits

Coagulation Monitors

Cholesterol Monitoring Devices

Colon Cancer Test Kit

Home Hemoglobin A1c Test Kits

Fetal Heart Rate Monitors

Pregnancy BP Monitors

Ovulation and Pregnancy Test

Home Healthcare Therapeutic Equipment
Home Respiratory Therapy Equipment
Oxygen Delivery Systems

Continuous Positive Airway Pressure (CPAP) Products

Medical Nebulizer Kits and Devices

Medical Ventilators and Accessories

IV Equipment

Insulin Delivery Devices

Dialysis Equipment

Mobility Assist & Other Devices

Wheelchairs and Related Devices

Walking Assist Device

Nutrition

Enteral Nutrition

Parenteral Nutrition

Fitness

Heart Rate Monitors

Cardiovascular Exercise Equipment

Body composition analyzers

Home Healthcare Services Market

Rehabilitation Therapy Services

Unskilled Care

Infusion Therapy

Home Telehealth Market

Home Telehealth Monitoring devices

Home Telehealth Services

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