

External Defibrillator market in India 2011

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Abstracts

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The Indian medical devices market is largely dependent on imports from foreign countries. However, of late domestic players in the country are ramping up their manufacturing facilities. They are providing stiff competition to the foreign companies which hold a large share in the market. The growing target base of consumers, and innovation and improvement in technology will boost sales and the market is expected to exhibit steady growth in future.

The report provides a snapshot of the defibrillator market. It begins with an introduction section which offers a brief description of the segments in the defibrillator market in India. The market overview section provides an insight into the market and highlights the market size and growth. Import and export figures for defibrillators, both in terms of volume and value have been provided in the next section. It also includes the regional break-up of the imports and exports.

An analysis of the drivers explains the factors for growth. These include, high rate of cardiovascular diseases, increasing number of health facilities, changing demographics, over-the-counter status for AEDs, increasing disposable income and growing awareness. The key challenges to the market are the lack of standard regulatory structure and government initiatives and weak manufacturing base.

The competition section highlights the features of the major players operating in the market. It includes a brief profile of the major domestic and foreign players in the market along with their financials.

A section providing strategic recommendations has been given at the end of the report which gives effective solutions to existing and potential for improving market share and

increasing profitability.

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