

Postpartum Hemorrhage (PPH) Treatment Devices Market Insights, Opportunity, Analysis, Market Shares And Forecast 2016 – 2022

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Abstracts

The global postpartum hemorrhage (PPH) treatment devices market grow at an impressive CAGR of 12.1%, and is projected to contribute \$769 million by 2021. Postpartum hemorrhage is defined as excessive loss of blood within first 24 hours following childbirth. This heavy loss of blood can occur in both, that is, after C-section, as well as, during or after a natural birth. Postpartum hemorrhage can prove to be lethal if the patient are not taken care of properly. Postpartum hemorrhage is the leading cause of maternal deaths majorly in low income countries. It causes around one quarter of all maternal deaths in the world. According to doctors, poor uterine contractions are the leading cause of the postpartum hemorrhage. Most of the products in the PPH treatment devices market globally aim towards healing the uterine conditions and the problem of contraction. It is a chronic condition that claims millions of women's life every year. There are various factors affecting the postpartum hemorrhage treatment devices market such as rising prevalence of postpartum hemorrhage cases; increasing awareness of peoples regarding postpartum hemorrhage; increasing postpartum hemorrhage risk factors; technological advancement in medical device field; and, so on.

Postpartum hemorrhage can also be treated by using drugs like Methergine, Cytotec, Pitocin, Misoprostol, Oxytocin, Sytocinon, Carboprost, and so on. These drugs can cure postpartum hemorrhage only to a certain extent. People might get scared of postpartum hemorrhage surgeries, so as an alternative, they uses anti-hemorrhage drugs to minimize the loss of blood flow. This alternative acts as a barrier in the growth of global postpartum hemorrhage (PPH) treatment devices market.

The global postpartum hemorrhage (PPH) treatment devices market is segmented into type and regional outlook. On the basis of type, market is divided into uniject prefilled

injection system, non-pneumatic anti-shock garment (NASG), uterine balloon tamponade. The uterine balloon tamponade is further subdivided into Foley catheters, condom catheters and others. The uterine balloon tamponade is having the largest market share in this segment, and its dominance is expected to continue in the near future. The major reason that drives this segments are high effectiveness, low cost, and easy availability of these devices. In regional outlook, market is divided into North America, Europe, Asia Pacific and Rest of the World. North America dominates the postpartum hemorrhage treatment devices market in terms of revenue. North America accounted for around 35% of global market share in 2015. The major factor for the dominance of the North American market is rising prevalence of postpartum hemorrhage; increasing cases of pregnancies associated with medical complications; high hospital delivery rates; increasing awareness among health care professionals and patients, etc. Maternal mortality rate is increasing rapidly in the U.S. The U.S dominates the postpartum hemorrhage market in the North America region. Reason being, easy access to medical devices; highly structured healthcare systems; various favorable reimbursement policies from private and public sector health insurance firms. Europe is the second largest postpartum hemorrhage (PPH) treatment devices market, with major countries like U.K, Germany Switzerland, Spain, Portugal, Italy, Belgium and others accounting for major share in global postpartum hemorrhage (PPH) treatment devices market in the Europe region. Factors that are pushing the European region upward is increasing number of cases related to postpartum hemorrhage; easy availability of treatment of devices; technological advanced products; and, growing healthcare sector, etc. The United Kingdom has the majority of share in the Europe region, due to the rise of maternal mortality rate from postpartum hemorrhage in the region. Apart from that high awareness level among health providers, availability of medical products, increasing government's initiatives are some other major factors. Asia Pacific is the third largest, and one of the fastest growing global postpartum hemorrhage (PPH) treatment devices market. Emerging markets in the region are expected to have immense market growth potential. The factors such as highly susceptible patient population, improvement in healthcare infrastructure and increasing prevalence of postpartum hemorrhage are the major factors to boost the Asia Pacific region. As per WHO, postpartum hemorrhage accounts for around 30% of all maternal deaths in Africa and Asia. The proportion of postpartum hemorrhage attributable maternal deaths vary substantially across countries in these regions. Apart from that, prevalence rate of anemia among women in developing countries such as China, Hong Kong and India is around 60% this complicates the cases of patients experiencing postpartum hemorrhage. Currently, approximately 65% of the deliveries in developing countries are managed by skilled health care professionals in order to reduce the risk of postpartum hemorrhage. Thus, these factors are cumulatively expected to drive the postpartum

hemorrhage treatment devices market in the region. The Rest of the world region is showing attractive growth rate in global postpartum hemorrhage (PPH) treatment devices market. The major factors are increasing penetration of international players in the region, improving financial stability and high prevalence rate of postpartum hemorrhage. Brazil is the major country in this region.

Some of the major market players are Utah Medical Products, Inc.; Cook Medical, Inc.; Bactiguard AB; 3rd Stone Design, Inc.; C.R. Bard, Inc.; Program for Appropriate Technology in health (PATH); Teleflex Incorporated; ZOEX NIASG, etc. Development of new products, Acquisition, mergers and expansions are the key strategies adopted by the market players to sustain in the market.

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