

# Electrocardiography Devices (ECG) - Global Market Outlook (2018-2027)

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## Abstracts

According to Statistics MRC, the Global Electrocardiography Devices (ECG) Market is accounted for \$5,121.79 million in 2018 and is expected to reach \$9,737.80 million by 2027 growing at a CAGR of 7.4% during the forecast period. Factors such as the increase in geriatric population and favourable government regulations regarding monitoring devices are driving the market. However, certain aspects such as unfavourable reimbursement policies along with an increase in market saturation hamper market growth.

Electrocardiograph (ECG) is a non-invasive medical test that records the electrical activity of the heartbeat over a period of time. ECG monitoring devices such as resting ECG, stress ECG, and holter monitors help identify and provide information about the abnormal functioning of the heart.

Based on the product, the resting electrocardiography devices segment is going to have a lucrative growth during the forecast period. The increasing focus on early diagnosis and disease prevention, the rising number of resting ECG procedures, and technological advances are driving the growth of the market segment. By geography, Asia Pacific is likely to have a huge demand due to increase in developments in the healthcare system in this country along with the strong product portfolio of local market players in this country such as Nihon Kohden and Fukuda.

Some of the key players in global electrocardiography devices market include Johnson and Johnson, Medtronic Plc, General Electric Co., Schiller AG, Mortara Instrument, Inc., OSI Systems Inc, Koninklijke Philips NV, Hill-Rom Holdings Inc, Nihon Kohden Corp., Opto Circuits Ltd, and Mindray Medical International limited.

Products Covered:

Ambulatory Electrocardiography Monitoring Devices

Stress Electrocardiography Test Devices

Resting Electrocardiography Devices

Portable Handheld ECG Monitors

Holter Monitors

Lead Types Covered:

3-6 Lead Electrocardiography

12-Lead Electrocardiography

Single Lead Electrocardiography

End Users Covered:

Hospitals & Clinics

Ambulatory Surgical Centers (ASCS)

Diagnostic Centers

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub-segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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