

Blood Pressure Monitoring Devices Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Digital Blood Pressure Monitor, Sphygmomanometer, Transducers, Others) By Technology (Digital, Android, Wearable) By End User (Hospitals & Clinics, Ambulatory Surgery Centres, Home Care, Others) By Region & Competition, 2021-2031F

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Abstracts

The Global Blood Pressure Monitoring Devices Market is projected to expand from a valuation of USD 2.82 Billion in 2025 to USD 4.35 Billion by 2031, reflecting a compound annual growth rate of 7.49%. These diagnostic instruments, which include manual sphygmomanometers and automated digital systems for both professional and personal use, are designed to measure arterial pressure. The market is fundamentally underpinned by the escalating global prevalence of chronic cardiovascular conditions and a rapidly aging population, both of which necessitate frequent health assessments to prevent acute medical incidents. For instance, the World Health Organization estimated in 2024 that 1.4 billion adults aged 30 to 79 years worldwide were living with hypertension, emphasizing the critical demand for effective detection tools.

However, a significant obstacle that could hinder market progression involves the accuracy variances observed in automated monitors utilized outside of controlled clinical environments. Discrepancies between these readings and professional standards can lead to incorrect diagnoses and diminish trust among healthcare providers regarding patient-generated data. Furthermore, navigating complex regulatory approval pathways and adhering to stringent validation standards across various

international jurisdictions presents substantial barriers to entry, ultimately delaying the distribution of affordable monitoring solutions.

Market Driver

The increasing global prevalence of hypertension and cardiovascular diseases serves as a primary catalyst driving the blood pressure monitoring devices market. This surge is closely tied to lifestyle-related risk factors, such as obesity and sedentary behavior, which are intensifying the demand for accurate diagnostic tools in both clinical and home settings. As the burden of chronic conditions grows, healthcare systems are prioritizing early detection and consistent management to mitigate severe outcomes like stroke and heart failure. Highlights from the American Heart Association's "Heart Disease and Stroke Statistics?2024 Update" in January 2024 reveal that approximately 122.4 million adults in the United States had high blood pressure, underscoring the critical need for widely accessible monitoring solutions to address this expanding patient pool.

Simultaneously, the growth of remote patient monitoring (RPM) and telehealth infrastructure is reshaping market dynamics by transitioning care from hospitals to personal environments. This driver is supported by the integration of wireless data transmission in monitoring devices, enabling physicians to track patient vitals in real-time and adjust treatments proactively. The adoption of these digital health tools has become a structural component of modern medical practice; the American Medical Association's "2024 Digital Health Study" in January 2024 noted that 20.3 percent of physicians reported using remote patient monitoring tools, twice the rate observed in 2018. This shift toward connected care is reflected in global distribution volumes, with Omron Corporation reporting in September 2024, via their "Integrated Report 2024," global sales of 22.46 million blood pressure monitors for fiscal year 2023.

Market Challenge

Accuracy variances found in automated monitors used outside controlled clinical environments constitute a primary obstacle to the expansion of the blood pressure monitoring devices market. When personal monitoring devices produce inconsistent readings compared to professional references, it creates significant hesitation among healthcare practitioners regarding the reliability of patient-generated data for diagnostic decisions. This skepticism directly reduces the willingness of medical professionals to prescribe or recommend home monitoring solutions, thereby stifling the broader adoption of these technologies.

According to 2024 data from the American Medical Association, approximately 80 percent of blood pressure devices sold through major e-commerce sites in the United States had not been clinically validated for accuracy. Such high rates of non-validation undermine consumer confidence and create a fractured market environment where reliable, certified manufacturers struggle to compete against lower-quality alternatives. Consequently, the inability to guarantee consistent measurement precision across all retail products limits the market's potential to fully integrate into standard chronic disease management protocols and impedes revenue growth for compliant manufacturers.

Market Trends

The emergence of cuffless wearable bio-sensing technologies is revolutionizing the market by enabling continuous, non-invasive blood pressure tracking without the discomfort of traditional inflatable cuffs. These devices utilize optical sensors and proprietary algorithms to measure signals from the wrist or finger, providing 24/7 data that captures nocturnal dips and variability often missed by sporadic spot-checks. This shift addresses the critical issue of patient compliance, as the passive nature of the technology encourages sustained usage and generates longitudinal data sets for more accurate hypertension management. As reported by Fitt Insider in May 2025, in the article "Aktiia Scores \$42M for Next-Gen Blood Pressure Tech," Swiss manufacturer Hilo (formerly Aktiia) has successfully sold over 120,000 cuffless monitoring devices across 40 countries, validating the growing commercial viability and consumer demand for these optical measurement solutions.

Furthermore, the integration of artificial intelligence for predictive hypertension analytics is transforming devices from simple measurement tools into comprehensive cardiovascular risk assessment platforms. Manufacturers are embedding machine learning algorithms directly into monitoring systems to analyze pressure pulse waves for irregularities, allowing for the early detection of comorbidities such as atrial fibrillation alongside standard blood pressure readings. This technological advancement empowers patients and physicians with actionable insights, facilitating proactive interventions before acute cardiac events occur. According to OMRON Healthcare's May 2025 press release, "OMRON Healthcare Evolves the Blood Pressuring Experience with AI-powered AFib detection," their new monitors featuring the IntelliSense AI algorithm demonstrated a 95 percent sensitivity and 98 percent specificity for detecting atrial fibrillation in clinical studies, establishing a new standard for home-based diagnostic accuracy.

Key Market Players

Omron Corporation

A&D Medical Inc.

Philips Healthcare

Hillrom, Inc.

General Electric Company

Panasonic Corporation

Microlife Corporation

Beurer GmbH

SunTech Medical, Inc.

iHealth Labs, Inc.

Report Scope

In this report, the Global Blood Pressure Monitoring Devices Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Blood Pressure Monitoring Devices Market, By Product Type

Digital Blood Pressure Monitor

Sphygmomanometer

Transducers

Others

Blood Pressure Monitoring Devices Market, By Technology

Digital

Android

Wearable

Blood Pressure Monitoring Devices Market, By End User

Hospitals & Clinics

Ambulatory Surgery Centres

Home Care

Others

Blood Pressure Monitoring Devices Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Blood Pressure Monitoring Devices Market.

Available Customizations:

Global Blood Pressure Monitoring Devices Market report with the given market data,

Blood Pressure Monitoring Devices Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Seg...

TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL BLOOD PRESSURE MONITORING DEVICES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Digital Blood Pressure Monitor, Sphygmomanometer, Transducers, Others)
 - 5.2.2. By Technology (Digital, Android, Wearable)
 - 5.2.3. By End User (Hospitals & Clinics, Ambulatory Surgery Centres, Home Care,

Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. NORTH AMERICA BLOOD PRESSURE MONITORING DEVICES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Technology

6.2.3. By End User

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Blood Pressure Monitoring Devices Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Technology

6.3.1.2.3. By End User

6.3.2. Canada Blood Pressure Monitoring Devices Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Technology

6.3.2.2.3. By End User

6.3.3. Mexico Blood Pressure Monitoring Devices Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Technology

6.3.3.2.3. By End User

7. EUROPE BLOOD PRESSURE MONITORING DEVICES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Technology

7.2.3. By End User

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Blood Pressure Monitoring Devices Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Technology

7.3.1.2.3. By End User

7.3.2. France Blood Pressure Monitoring Devices Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Technology

7.3.2.2.3. By End User

7.3.3. United Kingdom Blood Pressure Monitoring Devices Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Technology

7.3.3.2.3. By End User

7.3.4. Italy Blood Pressure Monitoring Devices Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Technology

7.3.4.2.3. By End User

7.3.5. Spain Blood Pressure Monitoring Devices Market Outlook

7.3.5.1. Market Size & Forecast

- 7.3.5.1.1. By Value
- 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Technology
 - 7.3.5.2.3. By End User

8. ASIA PACIFIC BLOOD PRESSURE MONITORING DEVICES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Technology
 - 8.2.3. By End User
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Blood Pressure Monitoring Devices Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Technology
 - 8.3.1.2.3. By End User
 - 8.3.2. India Blood Pressure Monitoring Devices Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Technology
 - 8.3.2.2.3. By End User
 - 8.3.3. Japan Blood Pressure Monitoring Devices Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Technology
 - 8.3.3.2.3. By End User
 - 8.3.4. South Korea Blood Pressure Monitoring Devices Market Outlook
 - 8.3.4.1. Market Size & Forecast

- 8.3.4.1.1. By Value
- 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Technology
 - 8.3.4.2.3. By End User
- 8.3.5. Australia Blood Pressure Monitoring Devices Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Technology
 - 8.3.5.2.3. By End User

9. MIDDLE EAST & AFRICA BLOOD PRESSURE MONITORING DEVICES MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Technology
 - 9.2.3. By End User
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Blood Pressure Monitoring Devices Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Technology
 - 9.3.1.2.3. By End User
 - 9.3.2. UAE Blood Pressure Monitoring Devices Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Technology
 - 9.3.2.2.3. By End User
 - 9.3.3. South Africa Blood Pressure Monitoring Devices Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Technology

9.3.3.2.3. By End User

10. SOUTH AMERICA BLOOD PRESSURE MONITORING DEVICES MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Technology

10.2.3. By End User

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Blood Pressure Monitoring Devices Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Product Type

10.3.1.2.2. By Technology

10.3.1.2.3. By End User

10.3.2. Colombia Blood Pressure Monitoring Devices Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Product Type

10.3.2.2.2. By Technology

10.3.2.2.3. By End User

10.3.3. Argentina Blood Pressure Monitoring Devices Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Product Type

10.3.3.2.2. By Technology

10.3.3.2.3. By End User

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL BLOOD PRESSURE MONITORING DEVICES MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Omron Corporation
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. A&D Medical Inc.
- 15.3. Philips Healthcare
- 15.4. Hillrom, Inc.
- 15.5. General Electric Company
- 15.6. Panasonic Corporation
- 15.7. Microlife Corporation
- 15.8. Beurer GmbH
- 15.9. SunTech Medical, Inc.

15.10. iHealth Labs, Inc.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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