

# **Egypt Blood Pressure Monitoring Devices Market, By Product Type (Digital Blood Pressure Monitor, Sphygmomanometer, Transducers, and Others), By Technology (Digital, Android, and Wearable), By End User (Hospitals & Clinics, Ambulatory Surgery Centers, Home Care, and Others), By Region, Competition, Forecast, and Opportunities, 2028**

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## **Abstracts**

Egypt blood pressure monitoring devices market is expected to grow at a notable rate during the forecast period. This is on account of the growing prevalence of hypertension among people in the country. Additionally, the technological advancements in the blood monitoring devices along with the rising health awareness among people regarding monitoring their blood pressure to regulate their health conditions can boost the market's growth.

Blood pressure monitoring devices are used to measure and monitor the pressure of blood flowing through the arteries. High blood pressure, also known as hypertension, can lead to serious health problems such as heart disease, stroke, and kidney failure. Therefore, it is important to monitor blood pressure regularly, especially for individuals with a family history of hypertension or other risk factors.

Several types of blood pressure monitoring devices are available in the market, including manual blood pressure monitors, digital blood pressure monitors, and wearable blood pressure monitors. Manual blood pressure monitors consist of a cuff that is wrapped around the upper arm and a stethoscope to listen to the sound of blood flow through the artery. This type of device requires the user to inflate the cuff manually, listen for the pulse with the stethoscope, and record the reading manually.

Digital blood pressure monitors use an electronic sensor to detect blood pressure. They are easy to use and provide quick and accurate readings. Digital monitors can be either upper-arm or wrist-mounted, and they typically display readings on a screen. Some models also have additional features, such as the ability to store readings for later analysis, or to connect to a smartphone app for remote monitoring.

Wearable blood pressure monitors are a newer type of device that are becoming more popular. These devices are worn on the wrist or upper arm, and they continuously monitor blood pressure throughout the day. These are particularly useful for individuals who need to monitor their blood pressure on a regular basis or who have high blood pressure that needs to be monitored closely. Some wearable blood pressure monitors also have features such as heart rate monitoring or activity tracking.

### Growing Prevalence of Hypertension

Hypertension, or high blood pressure, is a spreading health problem in Egypt. Based on the study conducted by the Ministry of Health and Population, nearly 30% of the Egyptian population suffers from hypertension. This high rate of hypertension is attributed to various factors, such as a sedentary lifestyle, age, family history, diabetes, unhealthy eating habits, stress, cigarette smoking, obesity, and genetics. The growing hypertension rate in Egypt has led to an increased demand for blood pressure monitoring devices. In 2017, According to the World Health Organization report, there was an approximately 29.2 million people suffering the burden of hypertension in Egypt.

With the convenience of being able to monitor blood pressure at home, more and more people are opting for digital blood pressure monitors, which are readily available in the market. This has also led to the growth of the healthcare market in Egypt, with medical device companies expanding their product offerings to meet the growing demand.

Hypertension prevalence as well as awareness, treatment, and control rates varied by region, with Cairo having the highest prevalence (31.0%) and the Coastal Region having the highest control rate (15.9%). Rates of awareness, treatment, and control tended to be lowest in areas of lower socioeconomic status, and this indicate that hypertension is highly prevalent in Egypt and, is thereby a huge opportunity for the blood monitoring devices market. These factors are expected to positively influence the market in the forecast period.

### Rising Government Initiatives and Growing Health Awareness

The Egyptian government has taken initiatives to address the growing hypertension rate. The Ministry of Health and Population has launched several campaigns to raise awareness about hypertension and its prevention, including encouraging regular blood pressure monitoring. Additionally, the government has implemented policies to promote healthy living and encourage physical activity, such as building more parks and recreational areas.

To create and disseminate an updated version of the EHS (European Society of Hypertension) recommendations, along with means to integrate recommendations into clinical practice, health authorities and several EHS collaboration. The public awareness is important to highlight the elements of a healthy lifestyle and the necessity of routine blood pressure checks in more effective public awareness campaigns on social media, the internet, and on television. Also, regarding public awareness routine, various resourceful screening should be encouraged by establishing blood pressure checking stations in diverse public places.

Also, in 2018, the Task Force for the Management of Arterial Hypertension of the European Society of Cardiology (ESC) and the European Society of Hypertension (ESH) developed the EHS ESC/ESH Guidelines for the Management of Arterial Hypertension. As, blood pressure screening program includes training to accurately measure blood pressure and usage of accurate equipment blood pressure devices, including semi-automated devices are recommended; appropriate interpretations of blood pressure readings and requires follow-up within a few weeks. Therefore, the blood glucose monitoring awareness among public is promoting the demand for blood glucose monitoring devices.

### Rising Technological Advancements

Advancements in blood pressure monitoring technology include the development of wireless and wearable devices. These devices are small, lightweight, and can be worn on the wrist, arm, or even the finger. They accommodate the bluetooth technology to connect to smartphones or tablets, allowing patients to easily monitor their blood pressure anytime, anywhere and is useful for people with hypertension, who need to monitor their blood pressure at regular intervals and adjust their medications or lifestyle habits.

Also, the use of artificial intelligence (AI) and machine learning (ML) algorithms in the blood pressure monitoring devices is propelling the market growth. These technologies

can analyze blood pressure data to detect patterns and predict future readings, which can help doctors and patients create much more informed decisions about treatment options and generate personalized treatment. For instance, AI algorithms can identify patients who are at risk of developing hypertension or who may need to adjust their medication dosage.

Smartphone apps and cloud-based software have become increasingly popular in the blood pressure monitoring market. These tools allow patients to easily record and track their blood pressure readings and share this information with their doctors. This leads to helping doctors make more informed treatment decisions and provide personalized care.

Additionally, the increased demand for blood pressure monitoring devices in Egypt has led to the development of innovative technologies in the medical device industry. Several companies are introducing wearable blood pressure monitors that allow continuous monitoring of blood pressure throughout the day. This type of device can provide more accurate and collective data about a patient's blood pressure, which can be useful in managing hypertension.

### Increasing Lifestyle Disorders

According to “100 million health” survey, which was conducted in Egypt in 2019 and screened 49.7 million adult Egyptians (≥18 years old), 39.8% of adult Egyptians suffered from obesity (BMI ≥ 30 kg/m<sup>2</sup>). The growing condition of obesity is leading to an increased demand for heart and other body disorders, which is further increasing the demand for blood pressure monitoring devices in the market.

Low to mid-income countries have some of the highest child obesity rates in the world and, Egypt ranks seventh with 32% of children obese, according to data from the World Obesity Federation. According to the Global obesity observatory, approximately 35.7% of people observed in Egypt in the year 2017. Also, it was observed that women with around 48.8% obesity prevalence were dominating the Egypt obesity prevalence rate in the country. A diet heavy in meat, carbohydrates, and added sugar and a lack of exercise are increasing the above conditions for Egypt.

Also, based on World Obesity Federation, it is projected that above 70% of entire population is going to experience overweight and obesity prevalence in Egypt by the year 2060. Out of this, Egypt is going to be observe an obese and overweight population to be around 89% by 2060. Lifestyle disorders such as diabetes, obesity, and

hypertension have become increasingly prevalent in the country, and have resulted in an increase in the demand for blood pressure monitoring devices. These devices are used to measure the level of person's blood pressure and are essential for managing hypertension and other conditions related to blood pressure levels. People are consuming more processed foods that are high in sugar and are engaging in less physical activity. These unhealthy habits can lead to conditions such as obesity, hypertension, and type 2 diabetes, which all require regular blood pressure monitoring. As people become more aware of the risks associated with lifestyle-related diseases, they are seeking ways to manage their health better, including monitoring their blood pressure levels regularly and is therefore influencing the demand for blood pressure monitoring devices and is expected to boost it in the forecast period depending on choosing a blood pressure monitoring device, one that is accurate, easy to use, and fits one's individual needs.

### Market Segmentation

Egypt blood pressure monitoring devices market is segmented based on the type, technology, end users, and region. Based on type, the market is segmented into digital blood pressure monitor, sphygmomanometer, transducers, and others. Based on technology, the market is segmented into digital, android and wearable. Based on end users, the market is segmented into hospitals & clinics, ambulatory surgery centers, home care, and others. Based on the region, the market is further segmented into Alexandria, Suze Canal, Asyut region, Delta, Greater Cairo & Upper North region, and South upper region.

### Market Players

OMRON Healthcare Europe B.V., A&D Medical, Microlife, Beurer, Andon Health Egypt, Omnia health, Granzia Egypt, Yuwell Medical Egypt, Healthpro Egypt, and Ultralife are some of the leading companies operating in the market.

### Report Scope:

In this report, Egypt blood pressure monitoring devices market, 2028, has been segmented into following categories, in addition to the industry trends which have also been detailed below:

### Egypt Blood Pressure Monitoring Devices Market, By Product Type

Digital Blood Pressure Monitor

Sphygmomanometer

Transducers

Others

### Egypt Blood Pressure Monitoring Devices Market, By Technology

Digital

Android

Wearable

### Egypt Blood Pressure Monitoring Devices Market, By End Users

Hospitals & Clinics

Ambulatory Surgery Centers

Home Care

Others

### Egypt Blood Pressure Monitoring Devices Market, By Region:

Alexandria

Suze Canal

Asyut Region

Delta

Greater Cairo & Upper North Region

South Upper Region

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in Egypt blood pressure monitoring devices market, 2028.

## Available Customizations:

With the given market data, 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).



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