

# **Malaysia Defibrillator Market By Product (Implantable Cardioverter Defibrillators (ICD) and External Defibrillators), By End-use (Hospital, Pre-Hospital, Public Access Market, Alternate Care Market, and Home Healthcare), and By Region, Competition, Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/M3574B5B01D3EN.html>

Date: October 2023

Pages: 79

Price: US\$ 3,500.00 (Single User License)

ID: M3574B5B01D3EN

## **Abstracts**

Malaysia defibrillator market is anticipated to witness a growth of steady CAGR during the forecast period. The pacemaker market in Malaysia has witnessed a remarkable growth over the past few years, owing to the adoption of technologically advanced defibrillator devices in the nation. In Malaysia, the healthcare sector has seen an increase in the adoption of technologically advanced defibrillator devices. These devices offer improved capabilities and features compared to traditional defibrillators, enabling medical professionals to deliver more efficient and effective treatment.

One of the most significant advancements in defibrillator technology is the development of automated external defibrillators (AEDs). AEDs are portable devices that are designed to be used by non-medical personnel. They are simple to use and can be operated by anyone with minimal training. AEDs have been shown to increase the survival rate of cardiac arrest patients significantly.

In Malaysia, the adoption of AEDs has been on the rise in recent years. The Malaysian government has been actively promoting the use of AEDs in public places, such as airports, shopping malls, and sports venues. Private organizations and individuals have also taken it upon themselves to install AEDs in their establishments.

One such example is the St John Ambulance Malaysia, which has recently launched the

St John Save-a-Life app. The app is designed to help bystanders locate the nearest AED and guide them on how to use it in an emergency. The app also provides information on CPR and first aid, as well as emergency contact numbers.

In addition to AEDs, there has also been an increase in the adoption of implantable cardioverter-defibrillators (ICDs) in Malaysia. ICDs are small devices that are implanted under the skin of the chest and can detect and treat abnormal heart rhythms. ICDs are typically used in patients who are at high risk of sudden cardiac death due to underlying heart conditions.

ICDs have been shown to be highly effective in preventing sudden cardiac death in high-risk patients. In Malaysia, the adoption of ICDs has been increasing in recent years, and more patients are being referred for ICD implantation.

#### Growing Focus on Public-Access Defibrillators (PADs) in Malaysia

In Malaysia, the growing focus on providing public-access defibrillators has been gaining momentum in recent years. A defibrillator is a device that delivers an electric shock to the heart to restore its normal rhythm. In the event of a cardiac arrest, prompt defibrillation is crucial for survival, and the availability of defibrillators in public places can mean the difference between life and death.

The Malaysian government has been actively promoting the use of public-access defibrillators in recent years. In 2017, the Ministry of Health launched the National Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillator (AED) Program to increase awareness of CPR and AED use, and to promote the installation of AEDs in public places.

In addition to government initiatives, there has been a growing number of private organizations and individuals that have taken it upon themselves to install AEDs in public places. These include shopping malls, airports, hotels, and sports venues.

One such example is the Malaysia Airports Holdings Berhad (MAHB), which has installed more than 200 AEDs at its airports nationwide. AEDs are located in strategic locations such as arrival and departure halls and are accessible to the public 24/7. The company has also trained its staff to operate the AEDs and to provide basic life support.

Another example is the 1 million AEDs Campaign, which was launched in 2018 by a group of healthcare professionals, including cardiologists and emergency physicians.

The campaign aims to install one million AEDs in public places across Malaysia within ten years. To date, the campaign has installed more than 1,000 AEDs in various locations, including shopping malls, schools, and community centers.

The increasing availability of AEDs in public places has already shown positive results. In 2019, a man collapsed in a shopping mall in Kuala Lumpur, and was saved by a security guard who used an AED to revive him. In the same year, a Malaysian football player suffered a cardiac arrest during a match but was revived by the team physiotherapist who used an AED.

However, despite the progress that has been made, there is still much work to be done. According to the Ministry of Health, there are only around 3,000 AEDs in Malaysia, which is far from the 'one million' target set by the 1 million AEDs Campaign. In addition, there is a need for more education and training on AED use, as many Malaysians are still unaware of what AEDs are and how to use them.

### Rising Incidence of Sudden Cardiac Arrest in Malaysia

Sudden cardiac arrest (SCA) is a serious and potentially fatal condition that occurs when the heart suddenly stops beating. It is a major public health concern in Malaysia, as the incidence of SCA has been on the rise in recent years. According to the Malaysian Society of Cardiology, the number of SCA cases has increased by 50% in the past decade, with an estimated 15,000 people dying from SCA every year.

There are several factors that contribute to the rising incidence of SCA in Malaysia. One of the main reasons is the increasing prevalence of risk factors such as hypertension (approximately 30% of Malaysians aged 18 years and above are affected from hypertension, according to the Malaysian National Health and Morbidity Survey 2019), diabetes (the diabetes prevalence in Malaysia ranges from 7.3% to 23.8%, according to published reports), obesity (according to the National Health and Morbidity Survey (NHMS) 2019, Malaysia's obesity rate among 18 years and above is reported to be 19.7%), and smoking. These risk factors are known to increase the risk of cardiovascular disease, which is a leading cause of SCA.

Another factor is the lack of awareness and education about SCA among the general public. Many people are not aware of the symptoms of SCA or how to respond to it. This lack of awareness can result in delayed or inadequate treatment, which can significantly reduce the chances of survival.

In addition, there is a shortage of trained personnel and equipment to respond to SCA emergencies. Many public places and workplaces do not have automated external defibrillators (AEDs) or trained first responders who can administer CPR and use AEDs to save lives.

To address the rising incidence of SCA in Malaysia, there needs to be a concerted effort to improve awareness and education about SCA, as well as to increase the availability of AEDs and trained personnel in public places and workplaces. This can be achieved through public health campaigns, training programs for first responders and healthcare professionals, and partnerships between the government, healthcare organizations, and the private sector.

In addition, there needs to be a greater focus on preventive measures, such as promoting healthy lifestyles and managing risk factors for cardiovascular disease. This can include initiatives such as smoking cessation programs, healthy eating campaigns, and regular physical activity.

### Surge in Home Care Settings Due to the COVID-19 Pandemic

The COVID-19 pandemic has brought about significant changes in the way healthcare is delivered. One of the most notable changes has been the rise in home care settings, as many patients are now being treated in the comfort of their own homes to minimize the risk of exposure to the disease. This shift toward home care has led to an increase in the use of defibrillators in Malaysia, as healthcare providers recognize the importance of having access to this lifesaving equipment in a home setting.

Defibrillators are devices that deliver an electric shock to the heart to restore its normal rhythm. They are commonly used in hospitals and other healthcare settings, but their use in the home has become increasingly important due to the COVID-19 pandemic. With more patients receiving care at home, there is a greater need for defibrillators to be readily available in case of an emergency.

The rise in home care settings has led to an increase in the availability of portable defibrillators. These devices are designed to be compact and lightweight, making them easy to transport and use in a home setting. They are also designed to be user-friendly, with clear instructions and visual prompts to guide the user through the defibrillation process.

In Malaysia, there has been a concerted effort to increase the availability of defibrillators

in home care settings. The Ministry of Health has implemented several initiatives to promote the use of portable defibrillators in the community, including training programs for healthcare providers and general public. These programs aim to increase awareness about the importance of defibrillators in saving lives, as well as to improve the skills and knowledge of those who may need to use them in an emergency.

In addition, there has been an increase in the number of private healthcare providers offering home care services that include the use of defibrillators. These providers recognize the importance of having access to this lifesaving equipment in a home setting and have made significant investments in acquiring and maintaining portable defibrillators.

The rise in home care settings due to the COVID-19 pandemic has highlighted the importance of having access to defibrillators in the community. By increasing awareness, improving access, and providing training programs, it can be ensured that patients receiving care at home have access to the lifesaving equipment they need in case of an emergency. This is an important step toward improving the overall health and wellbeing of the Malaysian population, both during and after the COVID-19 pandemic.

## Market Segmentation

The Malaysia defibrillator market can be segmented by product, end-use, and region. Based on product, the market can be divided into implantable cardioverter defibrillators (ICD) and external defibrillators. Based on end-use, the market can be categorized into hospital, pre-hospital, public access market, alternate care market, and home healthcare.

## Market Players

Philips Healthcare, ZOLL Medical Malaysia Sdn Bhd, MINDRAY MEDICAL (M) SDN. BHD., Medtronic Malaysia Sdn Bhd, Schiller Asia Pacific Sdn. Bhd., and Defibtech, LLC are some of the leading players operating in the Malaysia defibrillator market.

## Report Scope:

In this report, the Malaysia defibrillator market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Malaysia Defibrillator Market, By Product:

Implantable Cardioverter Defibrillators (ICD)

External Defibrillators

Malaysia Defibrillator Market, By End-use:

Hospital

Pre-Hospital

Public Access Market

Alternate Care Market

Home Healthcare

Malaysia Defibrillator Market, By Region:

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Malaysia defibrillator market.

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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