

Asia Pacific Automated External Defibrillators Market Forecast to 2030 - Regional Analysis - by Type (Fully-Automated External Defibrillators and Semi-Automated External Defibrillators) and End User (Hospitals & Clinics, Homecare, and Others)

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Abstracts

The Asia Pacific automated external defibrillators market is expected to grow from US\$ 287.42 million in 2022 to US\$ 431.07 million by 2030. It is estimated to record a CAGR of 5.2% from 2022 to 2030.

Strategies by Key Market Players to Expand Presence in Emerging Markets Drive Asia Pacific Automated External Defibrillators Market

With rising cases of cardiovascular diseases in regions such as Asia Pacific and South & Central America, the automated external defibrillator market players have started to or are expected to strategize their growth in these regions. CVDs have been among the leading causes of death in countries such as India, China, and Brazil. Companies such as Abbott, Medtronic, Asahi Kasei (ZOLL), and Biotronik are expected to continue growing in these emerging markets through mergers, acquisitions, and strategic partnerships in the coming years. In April 2020, Medtronic invested and relaunched the Medtronic Engineering and Innovation Center (MEIC) in Hyderabad, India. The company has invested US\$ 160 million to expand the MEIC, which initially opened in 2011.

Over the years, there has been a rise in the establishment of sales subsidiaries in Latin America and Asia Pacific by companies such as Nihon Kohden, Medtronic, and Asahi Kasei (ZOLL). Biotronik, with its already established manufacturing plant in Singapore, is planning on implementing its research and development activities in the country to

further strengthen its business capabilities. In addition, the number of public-access automated external defibrillator setups is expected to rise in the coming years, with increasing awareness and training regarding defibrillators and their usage. Also, the demand for implantable defibrillators is expected to grow owing to the rising number of patients approaching healthcare service providers for the treatment of cardiovascular diseases, along with elevating national healthcare expenditures, increasing access to care, and improving economics. For instance, Nihon Kohden, a Tokyo-based medical equipment manufacturer, announced in its 2021 three-year business plan that the company aims to expand its customer base for resuscitation products in Asia, North America, and South America. This aim can be achieved by developing affordable models of defibrillators and providing solutions for improving the utilization rates of AEDs. Thus, growing strategies by key market players to expand their presence in emerging markets are likely to create lucrative opportunities for the automated external defibrillator market growth in the coming years.

Asia Pacific Automated External Defibrillators Market Overview

The automated external defibrillator market in Asia Pacific is further segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. The market growth in the region is determined by factors such as the rising incidences of chronic diseases, increasing number of product launches, growing investments for product developments, and a surge in the aging population. In Asia Pacific, China is the largest market by volume. The growth of the market is mainly attributed to the increasing prevalence of atrial fibrillation (AF) in China, the increasing burden of various other heart diseases, and the rising geriatric population across the country. As per the estimation of the World Heart Federation, cardiovascular events such as ischemic heart disease and stroke are expected to rise by 50% among the Chinese population between 2010 and 2030. Cardiovascular diseases are a result of increased tobacco smoking, alcohol consumption, and other sedentary lifestyle habits. Hypertension and obesity are again fatal outcomes of sedentary lifestyle. For instance, according to the 2020 census data, in China, ~264 million people were in the age group of 60 and over and accounted for almost 19% of the population. These populations were diagnosed with AF based on either a medical history or ECG screening. Among the Chinese population, coronary heart disease (CHD) is the second leading cause of cardiovascular death, accounting for 22% of cardiovascular deaths in urban areas and 13% in rural areas. However, mortality from CHD in China is relatively low compared to Western countries. The burden of CHD has been increasing. According to the National Center for Biotechnology Information (NCBI), projections have been made that CVD incidence will be growing continuously, and this upward trend will continue till the next decade. The China

National Committee on Aging (CNCA) estimated that the overall geriatric population is expected to reach 487 million by 2050. Such rapid rise in the elderly population and cardiovascular cases requiring continuous monitoring is anticipated to contribute to the market's growth.

Moreover, the medical device market in China is buoyed by the increase in the demand for high-tech medical device imports to detect health problems easily. Chinese hospitals and healthcare providers and the Chinese government are focused on improving the quality of care. These factors are likely to propel the demand for automated external defibrillators in the country in the coming years.

Asia Pacific Automated External Defibrillators Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Automated External Defibrillators Market Segmentation

The Asia Pacific automated external defibrillators market is segmented into type, end user, and country.

Based on type, the Asia Pacific automated external defibrillators market is bifurcated into fully-automated external defibrillators and semi-automated external defibrillators. The fully-automated external defibrillators segment held a larger share of the Asia Pacific automated external defibrillators market in 2022.

Based on end user, the Asia Pacific automated external defibrillators market is segmented into hospitals & clinics, homecare, and others. The hospitals & clinics segment held the largest share of the Asia Pacific automated external defibrillators market in 2022.

Based on country, the Asia Pacific automated external defibrillators market is segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. China dominated the Asia Pacific automated external defibrillators market in 2022.

Asahi Kasei Corp, BPL Medical Technologies Pvt Ltd, CU Medical Systems Inc, Koninklijke Philips NV, Mediana Co Ltd, Nihon Kohden Corp, Schiller AG, Shenzhen Mindray Bio-Medical Electronics Co Ltd, and Stryker Corp are some of the leading companies operating in the Asia Pacific automated external defibrillators market.

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