

ECG Devices Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product (Resting ECG and Stress ECG), Lead Type (12-Lead ECG, 3–6 Lead ECG, and Single Lead), Technology [Portable (Wired) ECG System and Wireless ECG System], End User (Hospital and Clinics, Ambulatory Surgical Centers, Cardiac Centers, and Others), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The ECG Devices market is anticipated to grow from US\$ 3.31 billion in 2024 and is projected to reach US\$ 4.50 billion by 2031; it is expected to register a CAGR of 4.5% during 2025–2031. The ECG devices market growth is attributed to the increasing prevalence of cardiovascular disorders and a surge in government initiatives and healthcare investment.

ECG devices are medical instruments used to measure the electrical activity of the heart. These devices are crucial for diagnosing heart conditions, including arrhythmia, heart attacks, and other cardiac abnormalities. They detect the electrical signals that trigger each heartbeat and can provide vital information about the heart's rhythm and overall health.

The ECG devices market in North America is segmented into the US, Canada, and Mexico. The North American region is anticipated to play a pivotal role in driving the

market's growth. Key factors contributing to this growth include the increasing incidence of cardiovascular disease, an increased focus on preventive healthcare, and the presence of well-developed healthcare infrastructure. Additionally, government support, an aging population, and growing awareness of heart-related diseases are further propelling the expansion of the ECG devices market in the region. Technological advancements have also played a crucial role. Innovations in digital ECG devices have enhanced accuracy, portability, and user-friendliness, making them more accessible and effective for both healthcare providers and patients.

In North America, the US holds a significant share of the ECG devices market. In the US, the demand for ECG devices has been particularly strong due to factors such as the rising geriatric population, growing prevalence and awareness of cardiovascular diseases, increasing focus on preventive healthcare, technological advancements in monitoring vital cardiac indicators, and the push for remote monitoring. According to the Centers for Disease Control and Prevention (CDC), ~805,000 people experience a heart attack in the country every year, of which ~605,000 individuals are first-time heart attacks. As per the Million Hearts 2021 data, ~1.5 million myocardial infarctions and strokes occur in the US annually. The most common type of heart disease in the nation is coronary artery disease (CAD). Per the CDC 2022 estimates, 20.1 million US adults report CAD. ECG devices, which are critical in diagnosing and monitoring various heart conditions such as arrhythmia, heart attack, and heart failure, play a vital role in early detection, treatment planning, and long-term management of CVD.

According to the American Heart Association, nearly half of adults in the US have some type of CVD, and it is estimated that the number of adults suffering from heart failure is projected to increase by 2035 by 40%. By 2035, over 130 million adults, i.e., 45.1% of the US population, are expected to report some form of CVD. These devices are noninvasive, quick, and provide clues to guide further management, such as the need for more advanced imaging or medical interventions.

Public health initiatives and awareness campaigns promoting early detection of CVDs have played a pivotal role in increasing the adoption of ECG devices and improving overall public health outcomes. For instance, to prevent, manage, and reduce the risk factors associated with heart disease and stroke, the CDC's Division for Heart Disease and Stroke Prevention (DHDSPP) supports state, local, and tribal populations in managing the condition. Along with DHDSPP, the Division of Diabetes Translation also supports all 50 states and the District of Columbia to address health problems such as heart disease and stroke. Market players are also adopting organic and inorganic strategies for market development. For instance, in December 2024, HeartBeam, Inc., a

pioneering medical technology company dedicated to revolutionizing cardiac care through advanced insights, announced that the US Food and Drug Administration (FDA) has granted 510(k) clearance for the HeartBeam system, specifically for comprehensive arrhythmia assessment. This device, distinguished by its patented design, is the first of its kind to achieve FDA approval. As a high-fidelity ECG system featuring a compact, credit card-sized form and a cable-free design, it effectively captures heart signals from three different angles, providing crucial information for actionable heart health management. Such advancements in ECG devices are promoting its market in the US.

Technological Advancement and Development of Smart Wearables to Provide Market Opportunities in Future

Continuous technological advancement and increasing demand for continuous health monitoring have paved the way for smart ECG wearable devices. The increasing trend toward smart ECG wearable devices is driven mainly by the growing acceptance of smartwatches and fitness trackers integrated with ECG sensors for live heart health monitoring. For instance, Apple Watch Series 4 and later versions have an FDA-approved ECG app which helps in the detection of atrial fibrillation (AFib) and other heart conditions. Similarly, ECG functionality in the Fitbit Sense smartwatch allows users to detect irregular heart rhythms. The integration of ECG technology into wearable devices allows for continuous heart health monitoring, contrary to traditional ECG testing. The surging inclination toward long-term monitoring would allow for the early detection of heart abnormalities, possibly reducing hospital visits and healthcare expenditure. As per the JAMA Cardiology report, the detection of heart conditions via wearable ECG monitors was found to be beneficial in improving the outcome of patients and reducing mortality. Furthermore, the advancement in artificial intelligence (AI), along with key technological progress, is expected to create demand for smart ECG wearable devices. Algorithms based on artificial intelligence will analyze ECG data in real-time to provide predictive insights into problems with the heart long before it can become a significant issue. The increasing accuracy, decreasing costs, and integration of wearable ECG with telehealth platforms will lead to the era of personalized cardiovascular care, contributing to ECG devices' market growth in the coming years.

The US Food and Drug Administration, American College Cardiology, The Barcelona Institute for Global Health, and Our World in data are among the primary and secondary sources referred to while preparing the ECG devices market report.

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