

# **Europe ECG Devices Market Size and Forecast (2021 - 2031), 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], and End User (Hospital and Clinics, Ambulatory Surgical Centers, Cardiac Centers, and Others)**

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## **Abstracts**

The Europe ECG devices market is projected to grow significantly, reaching an estimated US\$ 1,367.07 million by 2031, up from US\$ 1,020.74 million in 2024. This growth represents a compound annual growth rate (CAGR) of 4.3% from 2024 to 2031. The market is primarily driven by an aging population and a rising prevalence of heart diseases, alongside supportive government initiatives and favorable reimbursement policies that have facilitated market expansion.

The increasing incidence of heart-related conditions can be attributed to various lifestyle factors, including unhealthy diets, sedentary behavior, and higher consumption of tobacco and alcohol. These factors have led to a greater demand for ECG devices, which are essential for monitoring and diagnosing cardiovascular health issues. Additionally, technological advancements have significantly transformed the ECG landscape, further enhancing the demand for these devices across Europe.

### **Market Segmentation Analysis**

The Europe ECG devices market is segmented by several criteria, including product

type, lead type, technology, and end user.

1. **Product Type:** The market is divided into resting ECG and stress ECG devices. In 2024, the resting ECG segment is expected to hold a larger market share, reflecting its widespread use in clinical settings for routine heart monitoring.
2. **Lead Type:** The ECG devices market is categorized into 12-lead ECG, 3-6 lead ECG, and single lead devices. The 12-lead ECG segment is anticipated to dominate the market in 2024, as it provides comprehensive cardiac information and is the standard for diagnosing various heart conditions.
3. **Technology:** The market is further segmented into portable (wired) ECG systems and wireless ECG systems. The wireless ECG system segment is expected to capture a larger share in 2024, driven by the growing preference for mobile health solutions that offer convenience and flexibility for patients and healthcare providers.
4. **End User:** The end-user segmentation includes hospitals and clinics, ambulatory surgical centers, cardiac centers, and others. The hospitals and clinics segment is projected to hold the largest share in 2024, as these facilities are the primary users of ECG devices for patient diagnosis and monitoring.

### Strategic Insights

Companies in the ECG devices market are actively pursuing strategic initiatives such as product approvals, collaborations, funding, and new product launches to enhance their sales and expand their geographic reach. For instance, in November 2024, Schiller introduced the medilogFD Holter ECG device, designed for comprehensive heart health analysis, capable of detecting atrial fibrillation and flutter through advanced P-wave analysis. Similarly, in January 2022, Philips launched its first at-home, 12-lead ECG solution aimed at decentralized clinical trials, integrating cloud-based data collection and analysis services with clinical-grade ECG readings. Such innovations are expected to create significant opportunities for growth in the ECG devices market in the coming years.

### Country Insights

The Europe ECG devices market is further analyzed by country, including Germany, the UK, France, Italy, Spain, and the Rest of Europe. Germany is expected to hold the largest market share in 2024. The country faces a rising incidence of cardiovascular

diseases (CVD), which is the leading cause of death. According to the Deutscher Herzbericht 2022, there were 121,172 deaths due to coronary heart disease in 2021, with a significant number resulting from acute heart attacks. The death rate from coronary heart disease is notably high, emphasizing the urgent need for effective diagnostic and monitoring tools.

Germany is classified as one of the "super-aged" societies, with projections indicating that by 2035, 24 million people will be aged 65 and older. This demographic shift underscores the increasing demand for ECG devices, as older adults are more susceptible to cardiovascular issues. The well-established healthcare infrastructure in Germany, coupled with substantial healthcare expenditures—amounting to US\$ 522.01 billion in 2022—supports the adoption of advanced ECG technologies. Germany's significant investment in healthcare research and infrastructure positions it as a leader in the development and manufacturing of portable medical devices.

### Company Profiles

Key players in the Europe ECG devices market include GE HealthCare Technologies Inc., Spacelabs Healthcare, Nihon Kohden Corp, Schiller AG, Hill-Rom Holdings Inc., BPL Medical Technologies Pvt Ltd, Koninklijke Philips NV, AliveCor, Inc., FUKUDA DENSHI, EB Neuro S.P.A, Shenzhen Mindray Bio-Medical Electronics Co Ltd, Viatom Technology Co., Ltd., CompuMed Inc., Norav Medical, and custo med GmbH, among others. These companies are focusing on various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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