

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

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Abstracts

The ECG devices market in the Middle East and Africa is projected to grow significantly, reaching an estimated US\$ 166.87 million by 2031, up from US\$ 132.97 million in 2024. This growth represents a compound annual growth rate (CAGR) of 3.3% from 2024 to 2031.

Executive Summary and Market Analysis

The ECG devices market in this region is categorized into several key areas, including the UAE, Saudi Arabia, South Africa, and the broader Middle East and Africa. The market's expansion is primarily driven by the increasing prevalence of coronary artery disease (CAD), a growing elderly population, and strategic partnerships with private organizations. Additionally, advancements in healthcare technology, rising healthcare expenditures, and government initiatives aimed at enhancing healthcare infrastructure are expected to further propel market growth in the coming years.

Strategic Insights

Market Segmentation Analysis

The Middle East and Africa ECG devices market can be segmented based on 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 anticipated to hold a larger market share.
2. **Lead Type:** The ECG devices are categorized into 12-lead ECG, 3-6 lead ECG, and single lead ECG. The 12-lead ECG segment is expected to dominate the market in 2024.
3. **Technology:** The market is further segmented into portable (wired) ECG systems and wireless ECG systems, with the wireless segment projected to capture a larger share in 2024.
4. **End User:** The end users of ECG devices include hospitals and clinics, ambulatory surgical centers, cardiac centers, and others. The hospitals and clinics segment is expected to lead the market in 2024.

Market Outlook

According to the World Health Organization (WHO), cardiovascular diseases (CVDs) are among the leading causes of death globally, with coronary artery disease being the most prevalent. CAD is characterized by the buildup of lipids and immune cells in the coronary arteries, leading to serious health complications such as hypoxia and ischemia. In 2021, CVDs accounted for approximately 19.91 million deaths worldwide, with the Middle East and North Africa region witnessing over 1.4 million deaths attributed to CVDs. The mortality rates from CVDs in this region have increased by 48% over the past three decades, highlighting the urgent need for effective diagnostic tools like ECG devices.

Country Insights

The ECG devices market in the Middle East and Africa includes key countries such as Saudi Arabia, South Africa, the UAE, and others. Notably, South Africa is expected to hold the largest market share in 2024.

South Africa, with a GDP of US\$ 377.78 billion in 2023, allocates approximately 8.5% of its GDP to healthcare, making it a significant player in the ECG devices market. CVD is the second leading cause of death in the country, following HIV/AIDS, with approximately 1 in 6 deaths attributed to cardiovascular issues. The Heart and Stroke Foundation of South Africa reports that around 215 individuals die daily from heart disease or strokes. The prevalence of conditions such as atrial fibrillation is notably high, further driving the demand for ECG devices for early diagnosis and management of heart diseases.

Government initiatives, such as the National Health Insurance (NHI) system, aim to enhance healthcare access and infrastructure, which is expected to facilitate the adoption of ECG devices, especially in underserved areas. The NHI initiative, while still in progress, has the potential to significantly improve access to medical technologies, including ECGs, across the country.

Company Profiles

Key players in the Middle East and Africa ECG devices market include major companies such as 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. These companies are actively pursuing strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase their market presence.

In conclusion, the ECG devices market in the Middle East and Africa is poised for growth, driven by increasing healthcare needs, technological advancements, and supportive government policies aimed at improving healthcare access and infrastructure.

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