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North America Continuous Glucose Monitoring Device (CGMD) Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product (Sensors, Transmitters, and Receivers), Application (Type 1 Diabetes and Type 2 Diabetes), Testing Sites (Fingertip Testing and Alternate Site Testing), and End User (Hospitals and Clinics and Self or Homecare)

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Abstracts

The North America Continuous Glucose Monitoring Device (CGMD) Market is projected to grow significantly, reaching an estimated US$ 11,898.8 million by 2031, up from US$ 4,522.1 million in 2024, reflecting a robust compound annual growth rate (CAGR) of 15.0% from 2025 to 2031. This growth trajectory is primarily driven by an increasing prevalence of diabetes, technological advancements, and a surge in product launches by leading companies in the sector.

The market is segmented into three main countries: the United States, Canada, and Mexico, with the United States being the largest contributor. The rising number of diabetes cases in the US is a critical factor propelling the demand for continuous glucose monitoring devices. According to the American Diabetes Association, as of 2021, approximately 38.4 million Americans, or 11.6% of the population, were living with diabetes, which includes both diagnosed and undiagnosed cases. This alarming statistic underscores the urgent need for effective diabetes management solutions, such as CGMs.

One of the standout products in the market is Abbott's FreeStyle Libre 2, recognized as

the longest-lasting integrated continuous glucose monitoring (iCGM) system available. It provides real-time glucose readings every minute and is approved for use in both adults and children aged four and older. The dominance of North America in the CGM market can be attributed to its advanced healthcare infrastructure, which facilitates early disease detection and management, thereby improving patient outcomes.

The North America CGMD market is categorized by product type, application, testing sites, and end users. In terms of product segmentation, sensors are expected to hold the largest market share in 2024, while Type 2 diabetes is anticipated to dominate the application segment. Fingertip testing is the preferred method for testing sites, and self or homecare is projected to be the leading end-user segment.

A significant trend in the CGM market is the integration of these devices with insulin delivery technologies and artificial intelligence (AI) tools, which are revolutionizing diabetes management. This integration marks a shift from traditional glucose monitoring to proactive, semi-automated systems that enhance patient care. Hybrid closed-loop insulin delivery systems, such as Tandem Diabetes Care's Control-IQ and Medtronic's MiniMed 780G, utilize real-time CGM data to automatically adjust insulin delivery, significantly improving glycemic control and reducing the risk of hypoglycemia.

In 2024, Dexcom's G7 system was fully integrated into both Tandem and Omnipod systems, enhancing user experience with features like easier sensor insertion and direct smartphone connectivity. The interoperability of CGMs with insulin pumps is rapidly advancing, facilitated by Bluetooth Low Energy (BLE) standards and secure APIs, which allow for broader compatibility across devices. Additionally, connected insulin pens are emerging, enabling automatic logging of doses and improving dosing recommendations through integration with CGM data.

AI is increasingly being embedded in CGM devices and mobile applications, providing users and healthcare providers with enhanced decision-making capabilities. Applications like Dexcom Clarity and Sugarmate analyze historical glucose patterns to offer personalized alerts and trend forecasts, allowing users to anticipate and manage potential hyperglycemia or hypoglycemia events. This predictive capability can provide alerts up to 20 minutes in advance, enabling timely interventions.

The digital transformation in diabetes management is also benefiting healthcare providers, who can now access CGM data remotely through cloud-based platforms. This capability supports telehealth consultations, allowing for quicker therapy

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adjustments and improved patient outcomes with fewer in-person visits. In the US, many Medicare and private insurance plans now reimburse remote glucose monitoring, facilitating a shift towards virtual diabetes management.

Research and development in closed-loop systems are accelerating, with the ultimate goal of creating fully autonomous artificial pancreas systems. Companies are exploring dual-hormone systems that can deliver both insulin and glucagon, as well as adaptive algorithms that learn from user behavior to optimize insulin delivery. Furthermore, patient coaching platforms are emerging, offering personalized meal recommendations and lifestyle adjustments based on real-time CGM data.

In summary, the North America Continuous Glucose Monitoring Device market is poised for substantial growth, driven by technological advancements, increasing diabetes prevalence, and a shift towards integrated diabetes management solutions. Key players in the market, including Abbott Laboratories, Medtronic, and Dexcom, are actively innovating and expanding their product offerings to meet the growing demand for effective diabetes management tools.

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