

# **North America 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 North America ECG devices market is projected to grow significantly, reaching an estimated US\$ 1,793.81 million by 2031, up from US\$ 1,304.80 million in 2024. This growth represents a compound annual growth rate (CAGR) of 4.7% from 2024 to 2031.

### **Executive Summary and Market Analysis**

The ECG devices market in North America is divided into three primary regions: the United States, Canada, and Mexico. The North American market is expected to be a key driver of growth due to several factors. The rising incidence of cardiovascular diseases, an increased emphasis on preventive healthcare, and a robust healthcare infrastructure are significant contributors to this market expansion. Additionally, government initiatives, an aging population, and heightened awareness of heart-related health issues are further fueling the growth of the ECG devices market in the region. Technological advancements have also been instrumental, with innovations in digital ECG devices improving accuracy, portability, and user-friendliness, making them more accessible for healthcare providers and patients alike.

## Strategic Insights

### Market Segmentation Analysis

The North America ECG devices market can be segmented based on product type, lead type, technology, and end user.

**Product Segmentation:** The market is divided into resting ECG and stress ECG, with the resting ECG segment holding a larger market share in 2024.

**Lead Type:** The market is further segmented into 12-lead ECG, 3-6 lead ECG, and single lead ECG, where the 12-lead ECG segment is the largest in 2024.

**Technology:** The ECG devices are categorized into portable (wired) ECG systems and wireless ECG systems, with the wireless segment dominating the market in 2024.

**End User:** The end users include hospitals and clinics, ambulatory surgical centers, cardiac centers, and others, with hospitals and clinics holding the largest share in 2024.

### Market Outlook

The continuous advancement in technology and the growing demand for ongoing health monitoring have led to the rise of smart ECG wearable devices. The trend towards these devices is largely driven by the increasing popularity of smartwatches and fitness trackers that incorporate ECG sensors for real-time heart health monitoring. For example, the Apple Watch Series 4 and later models feature an FDA-approved ECG app that aids in detecting atrial fibrillation (AFib) and other heart conditions. Similarly, the Fitbit Sense smartwatch includes ECG functionality to help users identify irregular heart rhythms. The integration of ECG technology into wearable devices allows for continuous monitoring of heart health, contrasting with traditional ECG testing methods. This shift towards long-term monitoring facilitates early detection of heart abnormalities, potentially reducing hospital visits and healthcare costs. A report from JAMA Cardiology indicates that wearable ECG monitors can significantly improve patient outcomes and reduce mortality rates.

Moreover, advancements in artificial intelligence (AI) are expected to drive demand for smart ECG wearable devices. AI algorithms can analyze ECG data in real-time, providing predictive insights into potential heart issues before they escalate. The increasing accuracy, declining costs, and integration of wearable ECG devices with telehealth platforms are paving the way for personalized cardiovascular care, which will further contribute to the growth of the ECG devices market in the coming years.

## Country Insights

The North America ECG devices market is primarily composed of the US, Canada, and Mexico, with the US holding the largest market share in 2024. In the US, the demand for ECG devices is particularly strong due to several factors, including a growing geriatric population, increasing prevalence and awareness of cardiovascular diseases, a focus on preventive healthcare, and advancements in monitoring vital cardiac indicators. According to the Centers for Disease Control and Prevention (CDC), approximately 805,000 individuals experience a heart attack annually in the US, with around 605,000 being first-time heart attacks. Data from Million Hearts 2021 indicates that about 1.5 million myocardial infarctions and strokes occur each year in the US, with coronary artery disease (CAD) being the most common heart disease.

The American Heart Association reports that nearly half of US adults have some form of cardiovascular disease, and projections suggest that by 2035, the number of adults with heart failure will increase by 40%, affecting over 130 million adults, or 45.1% of the US population. ECG devices are crucial for diagnosing and monitoring various heart conditions, including arrhythmias, heart attacks, and heart failure, playing a vital role in early detection, treatment planning, and long-term management of cardiovascular diseases.

## Company Profiles

Key players in the North America 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 employing 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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