

# North America Fall Management Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The North America Fall Management Market is projected to grow significantly, reaching approximately US\$ 300.79 million by 2031, up from US\$ 103.59 million in 2023. This growth represents a compound annual growth rate (CAGR) of 14.3% from 2023 to 2031.

## Executive Summary and Market Analysis

The North America fall management market is experiencing robust expansion, primarily fueled by the increasing elderly population and heightened awareness regarding fall-related injuries. Falls are a leading cause of injury among older adults, and as life expectancy rises, the demand for effective fall prevention and management solutions has become increasingly urgent. This trend is particularly evident in healthcare environments such as hospitals, nursing homes, and assisted living facilities, as well as in home care settings.

Technological advancements in fall detection and prevention systems are significantly influencing market dynamics. Wearable devices that monitor movements and detect falls, along with smart home technologies, are gaining traction. These innovations enable real-time identification of falls, allowing for immediate responses that can mitigate injury severity. Furthermore, fall management solutions are diversifying to include a variety of products such as mobility aids, bed alarms, and specialized floor mats designed to prevent falls and reduce associated risks.

The healthcare sector is a major adopter of fall management technologies, with hospitals and care facilities implementing comprehensive fall prevention programs and

training initiatives aimed at reducing fall incidents among patients. Many institutions are also enhancing their fall-risk assessment protocols and developing personalized care plans for individuals at higher risk of falling. The expansion of home healthcare services, as more individuals prefer to receive care in familiar environments, is further driving the demand for fall management solutions.

Government initiatives and healthcare policies are also contributing to market growth, with various programs focused on fall prevention and the promotion of safer living conditions. As awareness of fall risks continues to rise and technological innovations advance, the North America fall management market is expected to expand, enhancing safety and care for vulnerable populations.

## **Market Segmentation Analysis**

The fall management market can be segmented based on products, applications, age groups, and end users.

**By Products:** The market is divided into sensor pads, floor mats, hip protectors, alert systems, communication devices, and other products. In 2023, alert systems held the largest market share.

**By Application:** The market is categorized into fall detection systems, fall prevention equipment, and post-fall monitoring and response systems, with fall detection systems leading in market share in 2023.

**By Age Group:** The market is split into the elderly population (65 years and older) and adults (18-64 years). The elderly segment accounted for a larger share in 2023.

**By End User:** The market is divided into hospitals and clinics, nursing homes, home care settings, and other end users, with hospitals and clinics holding the largest share in 2023.

## **Market Outlook**

According to the World Health Organization (WHO), falls are the second leading cause of unintentional mortality and can lead to immobility and nursing home admissions. The WHO estimates that approximately 37.3 million falls requiring medical attention occur

annually, resulting in around 684,000 deaths globally, with over 80% of these fatalities occurring in low- and middle-income countries. The Centers for Disease Control and Prevention (CDC) identifies falls as a significant risk factor for individuals aged 65 and older, causing severe injuries. Each year, over 14 million older adults, or 1 in 4, report experiencing falls of varying severity. In the United States alone, older adults make around 3 million visits to emergency departments due to falls, with approximately 1 million fall-related hospitalizations occurring annually.

The increasing incidence of falls, coupled with an aging population, underscores the urgent need for effective fall management systems and solutions. Companies are investing in advanced technologies for fall prevention and detection. For instance, Securitas Healthcare offers solutions to monitor and reduce patient falls through advanced alert systems, collaborating with trusted partners to enhance patient safety in hospitals.

Market players are also focusing on providing fall prevention solutions within healthcare facilities. For example, in March 2024, HD Nursing partnered with WellnessMats to enhance comfort and safety for healthcare professionals, thereby reducing fatigue and stress in hospital settings.

Such collaborations and investments by market players are driving the growth of the fall management market during the forecast period.

## **Country Insights**

The North America fall management market includes the US, Canada, and Mexico, with the US holding the largest market share in 2023. Falls are a leading cause of injuries and fatalities among the elderly, prompting increased awareness of fall management solutions in the US, particularly as the geriatric population grows. The healthcare sector in the US heavily relies on technological advancements to provide effective treatments and improve life expectancy. The CDC reports that approximately 25% of older adults in the US experience falls each year, highlighting the critical need for effective fall prevention and management strategies. Consequently, both public and private health sectors are intensifying efforts to address fall risks through various initiatives aimed at raising awareness about fall causes and prevention, as well as the importance of early detection and response systems.

## **Company Profiles**

Key players in the North America fall management market include Alimed Inc, Curbell, Inc., DeRoyal Industries Inc, Emfit Ltd, Rondish Company Limited, Smart Caregiver Corporation, TIDI Products, LLC, Securitas AB, Stryker Corp, Alerta Medical Ltd, Medtec Medical, Inc., Bay Alarm Medical, Personal Safety Corp, SafelyYou, Guardman Products Limited, SensorCare, Tunstall Integrated Healthcare Group, Medline Industries Inc, Vayyar Care, and Crest Healthcare, 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.

### **Reason to buy**

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America fall management market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America fall management market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America fall management market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

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