

South & Central America 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)

<https://marketpublishers.com/r/S890E30FAA56EN.html>

Date: January 2025

Pages: 144

Price: US\$ 3,450.00 (Single User License)

ID: S890E30FAA56EN

Abstracts

The ECG devices market in South and Central America is projected to grow significantly, reaching an estimated US\$ 185.45 million by 2031, up from US\$ 142.65 million in 2024. This growth represents a compound annual growth rate (CAGR) of 3.8% from 2024 to 2031. The market is primarily driven by improvements in healthcare infrastructure, increased government support, and a growing aging population, which is accompanied by rising healthcare expenditures. Additionally, the adoption of remote monitoring solutions has facilitated the integration of ECG devices into routine healthcare practices, further propelling market growth in the region.

Market Segmentation and Analysis

The South and Central America ECG devices market is segmented into several key areas: 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 dominate the market, reflecting its

widespread use in clinical settings.

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 anticipated to hold the largest market share in 2024, as it is the standard for comprehensive cardiac assessment.

3. **Technology:** The market is further divided into portable (wired) ECG systems and wireless ECG systems. The wireless ECG system segment is expected to lead the market in 2024, driven by the increasing demand for mobility and convenience in health monitoring.

4. **End User:** The end users of ECG devices include hospitals and clinics, ambulatory surgical centers, cardiac centers, and others. The hospital and clinics segment is projected to capture the largest share of the market in 2024, as these facilities are the primary users of ECG technology for patient diagnosis and monitoring.

Market Outlook

The South and Central America ECG devices market is witnessing a shift towards smart ECG wearable devices, driven by continuous technological advancements and the growing demand for ongoing health monitoring. The trend towards smart wearables is largely influenced 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 cardiac 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, which is a significant advancement over traditional ECG testing methods. This trend towards long-term monitoring is expected to facilitate early detection of heart abnormalities, potentially reducing hospital visits and overall healthcare costs. A report from JAMA Cardiology indicates that wearable ECG monitors can improve patient outcomes and lower mortality rates by enabling timely detection of heart conditions.

Moreover, advancements in artificial intelligence (AI) are set to enhance the capabilities of smart ECG wearable devices. AI algorithms can analyze ECG data in real-time, providing predictive insights into potential heart issues before they escalate into serious problems. The increasing accuracy of these devices, along with decreasing costs and

their integration with telehealth platforms, is paving the way for personalized cardiovascular care, which will further stimulate growth in the ECG devices market in the coming years.

Country Insights

The South and Central America ECG devices market is primarily composed of Brazil, Argentina, and the Rest of South and Central America, with Brazil holding the largest market share in 2024. According to the Pan American Health Organization, Brazil's population aged 60 and above reached approximately 30 million in 2022, accounting for 13% of the total population. This demographic is expected to grow significantly, with projections indicating that by 2030, nearly 50 million people will be aged 60 and above, representing 24% of Brazil's population. Furthermore, the Brazil Statistical Institute forecasts that by 2050, 36% of the population will be aged 65 and over.

The prevalence of coronary artery disease among adults over 50 years old, which was reported at 4.3% in 2020, highlights the increasing demand for diagnostic and monitoring technologies like ECG devices, especially as the aging population is more susceptible to cardiovascular diseases (CVDs). Additionally, government initiatives aimed at managing and reducing the burden of CVDs are expected to bolster market growth. For instance, the Novartis Foundation collaborates with the governments of São Paulo and Dakar to implement population health strategies focused on CVD, emphasizing the importance of reducing health disparities and leveraging technology to enhance health systems.

Competitive Landscape

Key players in the South and Central 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 product offerings and increase market share.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. SOUTH & CENTRAL AMERICA ECG DEVICES MARKET - KEY MARKET DYNAMICS

- 4.1 Market Drivers
 - 4.1.1 Increasing Incidences of Cardiovascular Diseases
 - 4.1.2 Government Initiatives and Healthcare Investments
- 4.2 Market Restraints
 - 4.2.1 Stringent Regulatory Requirements and Technical Issues
- 4.3 Market Opportunities
 - 4.3.1 Strategic Initiatives by Market Players
- 4.4 Future Trends
 - 4.4.1 Technological Advancement and Development of Smart Wearables
- 4.5 Impact of Drivers and Restraints:

5. ECG DEVICES MARKET - SOUTH & CENTRAL AMERICA ANALYSIS

- 5.1 South & Central America ECG Devices Market Revenue (US\$ Million), 2021-2031
- 5.2 South & Central America ECG Devices Market Forecast Analysis

6. SOUTH & CENTRAL AMERICA ECG DEVICES MARKET ANALYSIS - BY PRODUCT

6.1 Resting ECG

6.1.1 Overview

6.1.2 Resting ECG: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

6.2 Stress ECG

6.2.1 Overview

6.2.2 Stress ECG: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7. SOUTH & CENTRAL AMERICA ECG DEVICES MARKET ANALYSIS - BY LEAD TYPE

7.1 12-Lead ECG

7.1.1 Overview

7.1.2 12-Lead ECG: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.2 3-6 Lead ECG

7.2.1 Overview

7.2.2 3-6 Lead ECG: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.3 Single Lead

7.3.1 Overview

7.3.2 Single Lead: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8. SOUTH & CENTRAL AMERICA ECG DEVICES MARKET ANALYSIS - BY TECHNOLOGY

8.1 Portable (Wired) ECG System

8.1.1 Overview

8.1.2 Portable (Wired) ECG System: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8.2 Wireless ECG System

8.2.1 Overview

8.2.2 Wireless ECG System: South & Central America ECG Devices Market -

Revenue and Forecast, 2021-2031 (US\$ Million)

9. SOUTH & CENTRAL AMERICA ECG DEVICES MARKET ANALYSIS - BY END USER

9.1 Hospital and Clinics

9.1.1 Overview

9.1.2 Hospital and Clinics: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.2 Ambulatory Surgical Centers

9.2.1 Overview

9.2.2 Ambulatory Surgical Centers: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.3 Cardiac Centers

9.3.1 Overview

9.3.2 Cardiac Centers: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10. SOUTH & CENTRAL AMERICA ECG DEVICES MARKET - COUNTRY ANALYSIS

10.1 South & Central America

10.1.1 South & Central America ECG Devices Market - Revenue and Forecast Analysis - by Country

10.1.1.1 South & Central America ECG Devices Market - Revenue and Forecast Analysis - by Country

10.1.1.2 Brazil: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.2.1 Brazil: South & Central America ECG Devices Market Share - by Product

10.1.1.2.2 Brazil: South & Central America ECG Devices Market Share - by Lead Type

10.1.1.2.3 Brazil: South & Central America ECG Devices Market Share - by Technology

10.1.1.2.4 Brazil: South & Central America ECG Devices Market Share - by End User

10.1.1.3 Argentina: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.3.1 Argentina: South & Central America ECG Devices Market Share - by Product

10.1.1.3.2 Argentina: South & Central America ECG Devices Market Share - by Lead Type

10.1.1.3.3 Argentina: South & Central America ECG Devices Market Share - by Technology

10.1.1.3.4 Argentina: South & Central America ECG Devices Market Share - by End User

10.1.1.4 Rest of South & Central America: South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.4.1 Rest of South & Central America: South & Central America ECG Devices Market Share - by Product

10.1.1.4.2 Rest of South & Central America: South & Central America ECG Devices Market Share - by Lead Type

10.1.1.4.3 Rest of South & Central America: South & Central America ECG Devices Market Share - by Technology

10.1.1.4.4 Rest of South & Central America: South & Central America ECG Devices Market Share - by End User

11. ECG DEVICES MARKET - INDUSTRY LANDSCAPE

11.1 Overview

11.2 Growth Strategies in the ECG Devices Market

11.3 Organic Growth Strategies

11.3.1 Overview

11.4 Inorganic Growth Strategies

11.4.1 Overview

12. COMPANY PROFILES

12.1 GE HealthCare Technologies Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

- 12.2 Spacelabs Healthcare
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Nihon Kohden Corp
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Schiller AG
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Hill-Rom Holdings Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 BPL Medical Technologies Pvt Ltd
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 Koninklijke Philips NV
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services

- 12.7.4 Financial Overview
- 12.7.5 SWOT Analysis
- 12.7.6 Key Developments
- 12.8 AliveCor, Inc
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 FUKUDA DENSHI
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis
 - 12.9.6 Key Developments
- 12.10 EB Neuro S.P.A
 - 12.10.1 Key Facts
 - 12.10.2 Business Description
 - 12.10.3 Products and Services
 - 12.10.4 Financial Overview
 - 12.10.5 SWOT Analysis
 - 12.10.6 Key Developments
- 12.11 Shenzhen Mindray Bio-Medical Electronics Co Ltd
 - 12.11.1 Key Facts
 - 12.11.2 Business Description
 - 12.11.3 Products and Services
 - 12.11.4 Financial Overview
 - 12.11.5 SWOT Analysis
 - 12.11.6 Key Developments
- 12.12 Viatom Technology Co., Ltd.
 - 12.12.1 Key Facts
 - 12.12.2 Business Description
 - 12.12.3 Products and Services
 - 12.12.4 Financial Overview
 - 12.12.5 SWOT Analysis
 - 12.12.6 Key Developments
- 12.13 CompuMed Inc.

- 12.13.1 Key Facts
- 12.13.2 Business Description
- 12.13.3 Products and Services
- 12.13.4 Financial Overview
- 12.13.5 SWOT Analysis
- 12.13.6 Key Developments
- 12.14 Norav Medical
 - 12.14.1 Key Facts
 - 12.14.2 Business Description
 - 12.14.3 Products and Services
 - 12.14.4 Financial Overview
 - 12.14.5 SWOT Analysis
 - 12.14.6 Key Developments
- 12.15 custo med GmbH
 - 12.15.1 Key Facts
 - 12.15.2 Business Description
 - 12.15.3 Products and Services
 - 12.15.4 Financial Overview
 - 12.15.5 SWOT Analysis
 - 12.15.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners
- 13.2 Glossary of Terms

List Of Tables

LIST OF TABLES

- Table 1. South & Central America ECG Devices Market Segmentation
- Table 2. South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Table 3. South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Product
- Table 4. South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Lead Type
- Table 5. South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Technology
- Table 6. South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by End User
- Table 7. South & Central America ECG Devices Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country
- Table 8. Brazil: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product
- Table 9. Brazil: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Lead Type
- Table 10. Brazil: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology
- Table 11. Brazil: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User
- Table 12. Argentina: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product
- Table 13. Argentina: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Lead Type
- Table 14. Argentina: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology
- Table 15. Argentina: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User
- Table 16. Rest of South & Central America: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product
- Table 17. Rest of South & Central America: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Lead Type
- Table 18. Rest of South & Central America: South & Central America ECG Devices Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology
- Table 19. Rest of South & Central America: South & Central America ECG Devices

Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 20. Recent Organic Growth Strategies in the ECG Devices Market

Table 21. Recent Inorganic Growth Strategies in the ECG Devices Market

Table 22. Glossary of Terms, ECG Devices Market

I would like to order

Product name: South & Central America 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)

Product link: <https://marketpublishers.com/r/S890E30FAA56EN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S890E30FAA56EN.html>