

Southeast Asia Medical Wearable Devices Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Medical wearable devices are small-scale medical technologies integrated into wearables such as watches, patches, or bands that measure vital and disease-specific parameters. They support preventive care, chronic disease management, and remote patient monitoring by creating actionable health information.

The Southeast Asian Medical Wearable Devices market is expected to exhibit a growth rate of 21.46% during the forecast period (2025-2033F). The Southeast Asian medical wearable devices market is driven by the growing burden of chronic illness, an aging population, and the need to develop cost-effective healthcare delivery models. The growth of telehealth solutions, the high rate of smartphone adoption, and improved internet connectivity are increasing the use of wearables, particularly for remote patient management. Also, the market growth is further increased by government programs that support the digitalization of healthcare and preventive care. Moreover, the growing understanding among patients and clinicians of the benefits of continuous monitoring is moving wearables out of the wellness field and into primary care.

On October 14, 2025, the Member States of the WHO South-East Asia Region adopted the Colombo Declaration on 'Healthy ageing through strengthened primary health care', aimed at the health and well-being of its ageing population, expected to double by 2050.

Based on device type, the market is segmented into diagnostic wearables, monitoring wearables, and therapeutic wearables. Among these, the monitoring wearable devices market held the largest share in 2024. This is mainly due to its providing real-time monitoring of key health indicators like heart rate, blood pressure, and glucose levels. Their capacity to reduce hospitalizations and

support long-term disease management makes them highly appealing to healthcare providers and payers. With improved clinical acceptance, companies are rapidly expanding monitoring-targeted product lines to meet increased demand in both home care and telehealth environments. For example, on March 31, 2023, Dexcom is the global leader in real-time continuous glucose monitoring (CGM) for people with diabetes and launched its Dexcom G6 CGM System in Singapore, targeted toward diabetes patients from the age of two years and older, including pregnant women. Dexcom G6 uses a small, wearable sensor and transmitter to continuously measure and send glucose levels wirelessly to a receiver or compatible smart device, enabling patients to receive real-time glucose data without the need to prick their finger.

Based on the application, the market is segmented into cardiology, diabetes management, neurology, respiratory and sleep monitoring, and others. Among these, the cardiology segment held the dominant share of the Southeast Asia Medical Wearable Devices market in 2024. The market growth is propelled by cardiology applications because of the high cases of cardiovascular diseases and the necessity to diagnose the disease in its early stages and constantly monitor the heart. The heart rhythm monitors and wearable ECGs help in preventive care and follow-up after the treatment process, enhancing clinical outcomes. This high clinical interest prompts companies to focus on cardiology-related innovations and regulatory clearances, thereby expediting their use in Southeast Asia. For instance, on September 29, 2023, Cardiovascular diseases account for 3.9 million deaths in the WHO South-East Asia Region every year, a quarter of all deaths from noncommunicable diseases (NCDs), with most of them being preventable.

Based on the end-user, the market is segmented into hospitals and clinics, home healthcare, ambulatory care centers, remote patient monitoring, and others. Among these, the remote patient monitoring segment is expected to grow at a significant CAGR during the forecast period (2025-2033). The reason behind this is that the medical systems in the Southeast Asian countries are experiencing cost-effective ways of handling the increasing number of patients. Wearables connected to remote monitoring systems would allow providing ongoing care outside hospitals and enhance efficiency and adherence to patients. This shift toward decentralized healthcare delivery is driving companies to invest in connected, cloud-enabled wearable solutions.

For a better understanding of the market adoption of the Southeast Asian

Medical Wearable Devices market, it is analyzed based on its regional presence in Southeast Asia, including Indonesia, Thailand, the Philippines, Vietnam, Malaysia, Singapore, and the Rest of Southeast Asia. Vietnam is expected to grow at a significant CAGR during the forecast period (2025-2033). Vietnam is a rapidly developing market that is fueled by the rapid digitalization of healthcare systems and the increasing incidence of chronic illnesses, including diabetes and cardiovascular disorders. The expansion of hospital infrastructure and the adoption of telehealth services are driving demand for medical wearables that enable round-the-clock monitoring. Adding to this, the increasing adoption of smartphones and greater access to online healthcare platforms are accelerating the uptake of healthcare services at the patient level. Moreover, the modernization of healthcare delivery and the government's increased investment in preventive care are contributing to market growth.

Some major players running in the market include Medtronic, Abbott, Omron Corporation, SAMSUNG, Koninklijke Philips N.V., Google (Alphabet Inc.), Garmin Ltd., Apple Inc., Aevice Health Pte Ltd., and Huawei Device Co., Ltd.

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