

Global Cardiac Rhythm Management (CRM) Market Report: 2015 Edition

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Abstracts

Cardiac rhythm management (CRM) is a well-established segment of the cardiology devices market. CRM majorly consists of devices such as Implantable Cardioverter Defibrillators (ICD), implantable pacemakers, and other CRM monitoring devices. Cardiac rhythm management devices are commonly used for the treatment of arrhythmias specifically superventricular arrhythmias (SVA) and ventricular arrhythmias (VA) and heart failure.

Cardiovascular device manufacturers are looking to capitalize growth in emerging economies, such as China, Brazil and India to offset declining growth they are experiencing in the US and Western markets. Factors such as rapidly increasing aging population, growing focus of multinational companies on emerging markets, improving and modernizing healthcare infrastructure, and huge burden of cardiovascular disease are propelling the growth of CRM market. The introduction of remote home-monitoring in emerging markets promises to make dramatic changes. It will decrease the number of patient hospital visits, a particularly attractive feature for customers living in remote regions far from access to healthcare.

The population requiring CRM therapy continues to grow as a result of increasing incidences of arrhythmia and heart failure due to the prevalence of serious risk factors, including obesity, diabetes, and hypertension. However, lack of awareness about sudden cardiac arrests, issues related to the use of defibrillator devices (external and implantable), and mounting regulatory and pricing pressures are hindering the growth of this market.

The report, "Global Cardiac Rhythm Management Market: 2015 Edition" analyzes the fundamentals and development of global cardiac rhythm management market globally



and in the US. It also analyzes the major segments of the market – ICD and pacemaker. Apart from providing a competitive landscape of the market, the report also profiles the major companies including Medtronic Inc., Boston Scientific and St. Jude medical along with a discussion of their key financials and business strategies.



Contents

1. CRM: AN OVERVIEW

- 1.1 An Introduction
- 1.2 CRM Devices
 - 1.2.1 Implantable Cardioverter Defibrillators (ICDs)
 - 1.2.2 Pacemaker

2. CARDIAC RHYTHM MANAGEMENT MARKET

2.1 Global Market Size

Market Value

Annual/Quarterly Growth

US/Outside US Market Breakdown

US Market Growth

2.1.1 Implantable Cardiac Defibrillators (ICD) Market

Market Value

US/Outside US Market Breakdown

2.1.2 Pacing Systems Market

Market Value

US/Outside US Market Breakdown

3. MARKET DYNAMICS

- 3.1 Key Trends
 - 3.1.1 Biventricular Therapy Growth
 - 3.1.2 Increasing Demand from Emerging Markets
 - 3.1.3 Shift towards Primary Prevention
 - 3.1.4 ICD Procedure Growth Trend
 - 3.1.5 Increased Adoption of Subcutaneous ICD
 - 3.2.6 ICD, CRT-D, PPM Implant Volume Trend
 - 3.2.7 ICD, CRT-D, PPM Implant Pricing Trend
- 3.2 Growth Drivers
 - 3.2.1 Rising Ageing Population
 - 3.2.2 Rising Obese Population
 - 3.2.3 Rise in Consumption of Alcohol and Tobacco
 - 3.2.4 Global Economic Development
 - 3.2.5 Increasing Healthcare Expenditure



- 3.2.6 Increasing Incidence of Arrhythmia and Heart Failure
- 3.3 Challenges
 - 3.3.1 Regulatory Issues
 - 3.3.2 Environment Issues
 - 3.3.3 Mounting Pricing Pressures
- 3.4 Significant Developments
 - 3.4.1 Advanced Subcutaneous-ICDs (S-ICDs)
 - 3.4.2 Leadless Pacemaker
 - 3.4.3 Attain Performa Quadripolar Lead and Viva Quad CRT-Ds by Medtronic
- 3.4.4 Pacemaker with Options for Magnetic Resonance Imaging

4. COMPETITIVE LANDSCAPE

- 4.1 Global Competitive Scenario
 - 4.1.1 CRM Market
 - 4.1.2 ICD Market
 - 4.1.3 Pacemaker Market
- 4.2 Competitive Scenario: The US
 - 4.2.1 CRM Market
 - 4.2.2 ICD Market
 - 4.2.3 Pacemaker Market

5. COMPANY PROFILES

- 5.1 Medtronic Inc.
 - 5.1.1 Business Overview
 - 5.1.2 Financial Overview
 - 5.1.3 Business Strategies

Focus on Research & Development

Strategic Acquisitions & Investments

- 5.2 Boston Scientific
 - 5.2.1 Business Overview
 - 5.2.2 Financial Overview
 - 5.2.3 Business Strategies

Growth through Innovation

Expansion in Emerging Markets

- 5.3 St. Jude Medical
 - 5.3.1 Business Overview
 - 5.3.2 Financial Overview



5.3.3 Business StrategiesStrategic AcquisitionsInnovation through Research & Development



List Of Charts

LIST OF CHARTS

Worldwide CRM Market Sales and Growth (2006-2015E)

Worldwide CRM Market by Region (2006-2015E)

Global CRM Market Sales by Quarter (1Q13-4Q14)

Y-O-Y Growth in Global CRM Market (1Q11-4Q14)

US CRM Market Sales by Quarter (1Q13-4Q14)

Y-O-Y Growth in US CRM Market (1Q11-4Q14)

Worldwide ICD Market Sales (2012-2015E)

ICD Market Sales by Region (2012-2015E)

Worldwide Pacing System Market Sales (2012-2015E)

Pacing System Market Sales by Region (2012-2015E)

Expected Change in ICD Procedure Volume (2014 & 2015)

Percentage of ICD Case Volume Using Subcutaneous ICD (2014 & 2015)

Change in ICD, CRT-D, PPM Implant Volume (2Q14 vs. 1Q14)

Change in ICD, CRT-D, PPM Implant Pricing (2Q14 vs. 1Q14)

Growth of Global Aging Population (65 years and above), (2007-2013)

Global GDP (2007-2013)

Global Healthcare Expenditure Per Capita (2007-2013)

Worldwide CRM Market Share by Company (2014E)

Market Share of Top 3 Players in Global CRM Market (2010-2013)

Y-O-Y Growth of Top 3 Players in Global CRM Market (1Q13-4Q14E)

Worldwide ICD Market Share by Company (2014E)

Market Share of Top 3 Players in Global ICD Market (2010-2013)

Worldwide Pacemaker Market Share by Company (2014E)

The US CRM Market Share by Company (2014E)

Y-O-Y Growth of Top 3 Players in US CRM Market (1Q13-4Q14E)

The US ICD Market Share by Company (2014E)

The US Pacemaker Market Share by Company (2014E)

Medtronic Sales by Product Categories (FY2014)

Medtronic's Net Revenue and Net Income (2011-2014)

Boston Scientific Sales by Product Categories (2014)

Boston Scientific's Total Sales and Net Income (2011-2014)

St. Jude Medical Sales by Product Categories (2013)

St. Jude Medical's Total Sales and Net Income (2011-2014)



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