

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 supraventricular 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.

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