

# Global Atrial Fibrillation Market Report: 2011 Edition

<https://marketpublishers.com/r/G8620C1A5C2EN.html>

Date: August 2011

Pages: 32

Price: US\$ 700.00 (Single User License)

ID: G8620C1A5C2EN

## Abstracts

Atrial Fibrillation continues to be the most common heart rhythm disorders ailing the modern society. The incidence and prevalence of atrial fibrillation is on the rise worldwide, mainly due to changes in demographic and lifestyle patterns. This has led to increased consumption of the related drugs and devices which is reflected in the continuous growth of the global atrial fibrillation market as also forecasted by the industry experts. The US and Europe are the two major regions where atrial fibrillation is the most common sustained heart rhythm disorder prevailing among masses and as observed in clinical practice.

The continuous introduction and uptake of new anticoagulants in the atrial fibrillation market and the medical fraternity's growing support to their increased usage are two major trends being observed in the global atrial fibrillation market. Modern research has produced new hybrid treatment procedures and innovative ablation catheters for the management of atrial fibrillation. Such new products and researches are a development affecting the growth of the atrial fibrillation market all across the globe. Furthermore, improved product and treatment efficacy due to continuous research and development has resulted in their increased adoption by doctors and patients alike. Another major factor driving the growth of the global atrial fibrillation market is the increasing number of elderly and diabetic patients worldwide.

The global atrial fibrillation market is highly competitive with numerous small and large companies located throughout the world. The leading players of the market include St. Jude Medical, Boston Scientific Corporation, Johnson & Johnson's Biosense Webster, C. R. Bard, Medtronic, and Atricure, among others. As the market is characterized by rapid technological advancements, competition in research involving improvement of new and existing products and processes is particularly significant.

The report provides an analysis of the global atrial fibrillation market. It also discusses

major trends, growth drivers and developments in atrial fibrillation market. The report also presents the competitive structure of the industry and profiles major players in the market with a discussion of their key business strategies.

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