

# Global Cardiac Rhythm Management Market: ICDs and Emerging Markets to Drive Growth

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## Abstracts

Market demand, innovative products, government regulations and reimbursement policies are the four factors that have been changing the global healthcare industry continuously. These factors have also influenced the market for specialized medical devices - Cardiac Rhythm Management (CRM), which mainly comprises Implantable Cardiac Rhythm Devices (ICD) and Pacemakers.

ICDs constitute more than 60% of the global CRM market and served as the major growth driver for CRM market. However, in 2006, the market registered a negligible growth following product recalls by leading companies like Medtronic and Guidant/Boston Scientific. Nevertheless the ICDs segment is expected to grow at a satisfactory rate 2008 onwards and specifically in Europe and other emerging countries.

The recall of ICDs by world's top medical device manufacturers – Medtronic and Guidant/Boston Scientific in 2005 became the major reason behind the market slow down during 2006.

On the other hand, the market for pacemakers is heading towards saturation especially in the USA and Europe because of the high penetration rates by population in these regions. Still, in Japan and in other Asian countries like China and India, it holds tremendous potential.

The current report analyzes the CRM market with specific focus on ICDs. In the present study, the growth of ICDs and pacemakers in the last four years has been assessed and the future potential of these markets has been studied. As only three companies – Medtronic, St. Jude and Boston Scientific is defining this market space, these companies have been profiled and their strategies mapped. Further, the report also

presents an assessment of the future of the CRM market.

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