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IVD in cardiology and neurology Market Size, Share and Growth Outlook 2026: By Product Type (Instruments, Reagents and Consumables, Software and Services), By Technology, By End-User, Companies to 2034.

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Abstracts

The global IVD in cardiology and neurology market size is forecast to increase from $21.55 Billion in 2026 to $43.83 Billion in 2034 at a CAGR of 9.28% between 2026 and 2034.

The IVD in cardiology and neurology market report provides detailed analysis and outlook of IVD in cardiology and neurology segments including Product Type, Instruments, Reagents and Consumables, Software and Services, Technology, Immunoassays, Molecular Diagnostics, Hematology, Others, End-User, Hospitals and Clinics, Diagnostic Laboratories, Other Healthcare Settings) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

IVD in Cardiology and Neurology Industry Overview

Advanced Diagnostics Support Earlier Disease Detection and Monitoring

The IVD in Cardiology and Neurology Industry is experiencing rapid growth as healthcare systems increasingly prioritize early disease detection, continuous monitoring, and personalized treatment strategies for cardiovascular and neurological disorders. Rising prevalence of arrhythmias, heart failure, Alzheimer's disease, neurodegenerative conditions, and other chronic disorders is driving demand for advanced diagnostic technologies capable of delivering accurate and timely clinical insights. The industry is increasingly characterized by the convergence of biomarker testing, digital diagnostics, imaging technologies, and continuous patient monitoring systems. These innovations are helping clinicians identify disease earlier, improve patient stratification, and support more effective long-term disease management.

Cardiac Monitoring Technologies Deliver Greater Diagnostic Accuracy

One of the most significant trends in the cardiology diagnostics segment is the advancement of continuous monitoring technologies. Abbott strengthened its position through the launch of the next-generation Confirm Rx™ Insertable Cardiac Monitor, incorporating SharpSense™ technology designed to reduce false arrhythmia detections by 97%. Improved signal interpretation and continuous 24-hour monitoring capabilities enable more accurate identification of cardiac rhythm abnormalities while reducing unnecessary clinical interventions. As healthcare providers increasingly adopt long-term monitoring strategies for patients at risk of arrhythmias, demand is growing for diagnostic devices that combine precision, reliability, and remote monitoring functionality within a single platform.

Alzheimer's Disease Diagnostics Drive Neurology Innovation

Neurology diagnostics are increasingly focused on identifying neurodegenerative diseases at earlier stages when intervention may provide greater clinical benefit. Siemens Healthineers is playing a central role in this transition through its participation in the ACCESS-AD initiative, a major European research program focused on developing and validating new Alzheimer's disease diagnostic technologies. The initiative combines blood-based biomarker development with advanced PET and MRI imaging approaches to support more standardized and accessible Alzheimer's diagnosis. This reflects a broader industry shift toward non-invasive biomarkers and integrated diagnostic pathways that enable earlier detection and improved management of neurological disorders.

Integrated Diagnostic Ecosystems Strengthen Chronic Disease Management

The market is also benefiting from increasing adoption of comprehensive diagnostic platforms capable of supporting multiple disease areas. Roche highlighted continued strength within its Diagnostics Division, citing sustained demand for core laboratory and pathology solutions used in chronic disease diagnosis and monitoring. Healthcare providers are increasingly favoring integrated diagnostic ecosystems that connect laboratory testing, pathology analysis, biomarker evaluation, and digital workflow management. These platforms improve operational efficiency while supporting more comprehensive patient assessment across cardiovascular and neurological conditions. As chronic disease management becomes increasingly data-driven, integrated diagnostics are emerging as a central pillar of modern cardiology and neurology care pathways.

IVD in cardiology and neurology Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global IVD in cardiology and neurology market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- F. Hoffmann-La Roche Ltd, Abbott Laboratories, Siemens Healthineers AG, GE HealthCare Technologies Inc., Danaher Corporation, Thermo Fisher Scientific Inc., Koninklijke Philips N.V., Bio-Rad Laboratories, Inc., QuidelOrtho Corporation, Becton, Dickinson and Company. The IVD in cardiology and neurology market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the IVD in cardiology and neurology industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

- Growth IVD in cardiology and neurology Market size outlook across 3 scenarios- High growth, reference, and Low growth cases
- Market Trends, Drivers, Potential Opportunities, and Challenges faced by IVD in cardiology and neurology companies
- Porter’s Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry
- Detailed SWOT Analysis of global and regional IVD in cardiology and neurology markets

Competitive analysis including business description, product analysis, and financial profiles

Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

IVD in cardiology and neurology Market Competitive Benchmarking and Company Analysis

Leading companies in IVD in cardiology and neurology industry include- F. Hoffmann-La Roche Ltd, Abbott Laboratories, Siemens Healthineers AG, GE HealthCare Technologies Inc., Danaher Corporation, Thermo Fisher Scientific Inc., Koninklijke Philips N.V., Bio-Rad Laboratories, Inc., QuidelOrtho Corporation, Becton, Dickinson and Company. The IVD in cardiology and neurology market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US IVD in cardiology and neurology Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach $8.2 Trillion in 2034 from $5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the IVD in cardiology and neurology market remains one of the strongest-performing segments in the country.

The US IVD in cardiology and neurology Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US IVD in cardiology and neurology market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across IVD in cardiology and neurology industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian IVD in cardiology and neurology markets

Canada's strong IVD in cardiology and neurology sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian IVD in cardiology and neurology market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada’s largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany IVD in cardiology and neurology Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest IVD in cardiology and neurology market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of IVD in cardiology and neurology population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany IVD in cardiology and neurology industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the IVD in cardiology and neurology market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare

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system, high public healthcare expenditure, and strong government support IVD in cardiology and neurology sales through 2034

France IVD in cardiology and neurology companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country’s National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country’s healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France’s market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK IVD in cardiology and neurology Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of IVD in cardiology and neurology distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England’s plan to give more than 500,000 staff access to new AI tools.

China IVD in cardiology and neurology Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China IVD in cardiology and neurology market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of IVD in cardiology and neurology industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China’s basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese IVD in cardiology and neurology industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India IVD in cardiology and neurology Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian IVD in cardiology and neurology market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil IVD in cardiology and neurology market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa IVD in cardiology and neurology Industry Trends and Perspectives to 2034

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According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

IVD in cardiology and neurology Market Segmentation

Product Type

Instruments

Reagents and Consumables

Software and Services

Technology

Immunoassays

Molecular Diagnostics

Hematology

Others

End-User

Hospitals and Clinics

Diagnostic Laboratories

Other Healthcare Settings

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Leading Companies in IVD in cardiology and neurology Industry (2026)

F. Hoffmann-La Roche Ltd

Abbott Laboratories

Siemens Healthineers AG

GE HealthCare Technologies Inc.

Danaher Corporation

Thermo Fisher Scientific Inc.

Koninklijke Philips N.V.

Bio-Rad Laboratories, Inc.

QuidelOrtho Corporation

Becton, Dickinson and Company

Countries Included

- North America- US, Canada, Mexico
- Europe- Germany, France, UK, Spain, Italy, Nordics, Others
- Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia, Others
- Latin America- Brazil, Argentina, Others
- Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

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