

# Medical Devices Reimbursement Market Size, Trends, Analysis, and Outlook By Payer (Public, Private), By Healthcare Setting (Hospitals, Outpatient facilities, Others), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/M3DB5840CEF2EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: M3DB5840CEF2EN

## Abstracts

The global Medical Devices Reimbursement market size is poised to register 9.49% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Medical Devices Reimbursement market across By Payer (Public, Private), By Healthcare Setting (Hospitals, Outpatient facilities, Others).

The Medical Devices Reimbursement Market is witnessing growth driven by the increasing adoption of innovative medical devices and technologies, and the evolving reimbursement landscape shaping access and affordability for patients and healthcare providers. Reimbursement policies and programs play a critical role in determining coverage, payment rates, and market access for medical devices, diagnostics, and procedures. Key trends shaping its future include the implementation of value-based reimbursement models and outcomes-based pricing agreements to align reimbursement with clinical efficacy and healthcare outcomes, the expansion of reimbursement coverage for breakthrough medical devices through expedited pathways and coverage with evidence development (CED) programs, and the customization of reimbursement strategies to address market access barriers and payer preferences. Moreover, factors such as the rising healthcare expenditure, the emphasis on cost containment and healthcare value, and the collaborations between industry stakeholders and payers to demonstrate product value and economic benefits are expected to drive market growth in 2024 and beyond.

## Medical Devices Reimbursement Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Medical Devices Reimbursement market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Medical Devices Reimbursement survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Medical Devices Reimbursement industry.

### Key market trends defining the global Medical Devices Reimbursement demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Medical Devices Reimbursement Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Medical Devices Reimbursement industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Medical Devices Reimbursement companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Medical Devices Reimbursement industry

Leading Medical Devices Reimbursement companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Medical Devices Reimbursement

companies.

## Medical Devices Reimbursement Market Study- Strategic Analysis Review

The Medical Devices Reimbursement market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Medical Devices Reimbursement Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Medical Devices Reimbursement industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Medical Devices Reimbursement Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

## North America Medical Devices Reimbursement Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Medical Devices Reimbursement market segments. Similarly, Strong end-user demand is encouraging Canadian Medical Devices Reimbursement companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Medical Devices Reimbursement market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Medical Devices Reimbursement Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Medical Devices Reimbursement industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Medical Devices Reimbursement market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Medical Devices Reimbursement Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Medical Devices Reimbursement in Asia Pacific. In particular, China, India, and South East Asian Medical Devices Reimbursement markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in

the region.

Latin America Medical Devices Reimbursement Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Medical Devices Reimbursement Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Medical Devices Reimbursement market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Medical Devices Reimbursement.

Medical Devices Reimbursement Market Company Profiles

The global Medical Devices Reimbursement market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Allianz, Anthem Insurance Companies Inc, Aviva, BNP Paribas, Cigna, CVS Health, Humana Inc, Nippon Life Insurance, UnitedHealth Group, WellCare Health Plans Inc

Recent Medical Devices Reimbursement Market Developments

The global Medical Devices Reimbursement market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Medical Devices Reimbursement Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast)

Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Payer

Public

Private

By Healthcare Setting

Hospitals

Outpatient facilities

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Allianz

Anthem Insurance Companies Inc

Aviva

BNP Paribas

Cigna

CVS Health

Humana Inc

Nippon Life Insurance

UnitedHealth Group

WellCare Health Plans Inc

Formats Available: Excel, PDF, and PPT

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Public

Private

By Healthcare Setting

Hospitals

Outpatient facilities

Others

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Allianz

Anthem Insurance Companies Inc

Aviva

BNP Paribas

Cigna

CVS Health

Humana Inc

Nippon Life Insurance

UnitedHealth Group

WellCare Health Plans Inc

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