

# **Medical Wearables Market Size, Trends, Analysis, and Outlook By Product (Patches, Wristband and Activity Monitors, Smartwatches, Others), By Device (Vital Signs Monitoring Devices, Glucose Monitoring Devices, Sleep Apnea Monitors, Fetal Monitoring Devices, Neurological Monitoring Devices), By End-User (Hospitals and Clinics, Long-term Care Centers, Nursing Homes, Home healthcare, Ambulatory care centers), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Medical Wearables market size is poised to register 23.4% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Medical Wearables market across By Product (Patches, Wristband and Activity Monitors, Smartwatches, Others), By Device (Vital Signs Monitoring Devices, Glucose Monitoring Devices, Sleep Apnea Monitors, Fetal Monitoring Devices, Neurological Monitoring Devices), By End-User (Hospitals and Clinics, Long-term Care Centers, Nursing Homes, Home healthcare, Ambulatory care centers)

The medical wearables market is characterized by the increasing adoption of wearable devices for health monitoring and management, advancements in sensor technologies and wireless connectivity, and the growing emphasis on preventive healthcare and remote patient monitoring. By 2030, the market is poised to witness steady growth, driven by expansions in smartwatches, fitness trackers, and medical-grade wearables.

Further, expanding applications in chronic disease management, elder care, and sports medicine are expected to drive market expansion, enabling patients, caregivers, and healthcare providers to track vital signs, detect abnormalities, and intervene early through medical wearables that offer comfort, convenience, and data integration in the medical wearables market and digital health sector.

## Medical Wearables 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 Wearables market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Medical Wearables 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 Wearables industry.

## Key market trends defining the global Medical Wearables 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 Wearables Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Medical Wearables 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 Wearables companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Medical Wearables industry

Leading Medical Wearables 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 Wearables companies.

### Medical Wearables Market Study- Strategic Analysis Review

The Medical Wearables 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 Wearables Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Medical Wearables 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

### Medical Wearables Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

### North America Medical Wearables 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 healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Medical Wearables market segments. Similarly, Strong market demand is encouraging Canadian Medical Wearables companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Medical Wearables market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Medical Wearables 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 Wearables 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 vendors in identifying and leveraging new growth prospects positions the European Medical Wearables 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 Wearables 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 Wearables in Asia Pacific. In particular, China, India, and South East Asian Medical Wearables markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

Latin America Medical Wearables 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 Wearables 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 Wearables market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Medical Wearables.

Medical Wearables Market Company Profiles

The global Medical Wearables 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 Abbott Laboratories, Apple Inc, Bio-Beat Technologies Ltd, BioTelemetry Inc, Biotricity Inc, Contec Medical Systems Co. Ltd, Cyrcadia Asia Ltd, Dexcom Inc, GE Healthcare, iRhythm Technologies Inc, Koninklijke Philips N.V., Masimo Corp, Medtronic plc, MinttiHealth, OMRON Corp, Preventice Solutions Inc, ten3T Healthcare, Verily Life Sciences LLC, VitalConnect, VivaLnk Inc.

Recent Medical Wearables Market Developments

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

Medical Wearables Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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 Product

Patches

Wristband and Activity Monitors

Smartwatches

Others

By Device

Vital Signs Monitoring Devices

Glucose Monitoring Devices

Sleep Apnea Monitors

Fetal Monitoring Devices

Neurological Monitoring Devices

By End-User

Hospitals and Clinics

Long-term Care Centers

Nursing Homes

Home healthcare

Ambulatory care centers

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott Laboratories

Apple Inc

Bio-Beat Technologies Ltd

BioTelemetry Inc

Biotricity Inc

Contec Medical Systems Co. Ltd

Cyrcadia Asia Ltd

Dexcom Inc

GE Healthcare

iRhythm Technologies Inc

Koninklijke Philips N.V.

Masimo Corp

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Others

By Device

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Glucose Monitoring Devices

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Neurological Monitoring Devices

By End-User

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Contec Medical Systems Co. Ltd

Cyrcadia Asia Ltd

Dexcom Inc

GE Healthcare

iRhythm Technologies Inc

Koninklijke Philips N.V.

Masimo Corp

Medtronic plc

MinttiHealth

OMRON Corp

Preventice Solutions Inc

ten3T Healthcare

Verily Life Sciences LLC

VitalConnect

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