

# Patient Blood Management Market Size, Trends, Analysis, and Outlook By Product (Instruments, Accessories, Software), By End-User (Blood Banks, Hospitals, Diagnostic Clinics, Pathology Labs, Others), by Country, Segment, and Companies, 2024-2032

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## Abstracts

The global Patient Blood Management market size is poised to register 6.9% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Patient Blood Management market across By Product (Instruments, Accessories, Software), By End-User (Blood Banks, Hospitals, Diagnostic Clinics, Pathology Labs, Others)

The future of the patient blood management market is influenced by increasing awareness of blood conservation strategies, rising demand for blood products, and growing emphasis on evidence-based transfusion practices in healthcare settings. Patient blood management (PBM) encompasses a comprehensive approach to optimizing the care of patients who might need blood transfusions, including strategies to minimize blood loss, maximize blood production, and reduce the need for allogeneic blood transfusions. With the rise of aging populations, chronic diseases, and surgical procedures, there is a growing need for PBM programs that offer personalized transfusion thresholds, patient-specific blood conservation techniques, and multidisciplinary care coordination. Further, technological innovations such as point-of-care hemoglobin monitoring, autologous blood recovery systems, and blood management software platforms are driving the development of next-generation PBM solutions with improved clinical outcomes, cost-effectiveness, and patient safety. Over the forecast period to 2030, expanding applications in perioperative medicine, critical

care, and obstetrics, coupled with increasing collaborations between blood centers, hospitals, and healthcare providers, are expected to drive market growth and innovation, enabling healthcare organizations to implement comprehensive PBM strategies and improve patient outcomes while reducing healthcare costs and transfusion-related complications.

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

## Key market trends defining the global Patient Blood Management 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.

## Patient Blood Management Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Patient Blood Management 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 Patient Blood Management companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Patient Blood Management industry

Leading Patient Blood Management 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 Patient Blood Management companies.

### Patient Blood Management Market Study- Strategic Analysis Review

The Patient Blood Management 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.

### Patient Blood Management Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Patient Blood Management 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.

### Patient Blood Management 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 Patient Blood Management 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 Patient Blood Management market segments. Similarly, Strong market demand is encouraging Canadian Patient Blood Management companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Patient Blood Management market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Patient Blood Management Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Patient Blood Management 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 Patient Blood Management 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 Patient Blood Management 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 Patient Blood Management in Asia Pacific. In particular, China, India, and South East Asian Patient Blood Management 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 Patient Blood Management 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 Patient Blood Management 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 Patient Blood Management market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Patient Blood Management.

Patient Blood Management Market Company Profiles

The global Patient Blood Management 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 Asahi Kasei Corp, B. Braun SE, bioMérieux SA, Grifols S.A., Haemonetics Corp, Haier Biomedical (Qingdao) Co. Ltd, Immucor Inc, LivaNova PLC, Macopharma SA, Terumo Corp.

Recent Patient Blood Management Market Developments

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

Patient Blood Management 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

Instruments

-Blood Processing Devices

-Blood Transfusion Devices

-Blood Culture Screening Devices

-Diagnostic and Testing Instruments

Blood Storage Devices

## Accessories

- Syringes and Needles

- Vials and Tubes

- Blood Bags

## Others

## Reagents and Kits

- Blood Culture Media

- Blood Typing Reagents

- Slide Staining Reagents

- Assay Kits

## Software

## By End-User

- Blood Banks

- Hospitals

- Diagnostic Clinics

- Pathology Labs

- Others

## Geographical Segmentation:

- North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Asahi Kasei Corp

B. Braun SE

bioMérieux SA

Grifols S.A.

Haemonetics Corp

Haier Biomedical (Qingdao) Co. Ltd

Immucor Inc

LivaNova PLC

Macopharma SA

Terumo Corp

Formats Available: Excel, PDF, and PPT



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