

Editorial

MARKET ANALYSIS

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CARDIOVASCULAR MARKET

The cardiovascular market is expected to register a CAGR of 6.3% during the forecast period (2019 - 2024). The increasing incidence of cardiovascular diseases and developing geriatric populace are the most considerable elements driving the growth of the cardiovascular devices market.

According to the American College of Cardiology, cardiovascular disease (CVD) accounted for 800,000 deaths in the United States in 2017 alone. Among Americans, an average of one individual dies from cardiovascular disease, every 40 seconds. Coronary heart disease (CHD) accounts for the majority of CVD deaths, followed by means of stroke and heart failure. According to the European Heart Network, each and every year, cardiovascular disease (CVD) leads to 3.9 million deaths in Europe & over 1.8 million deaths in the European Union (EU).

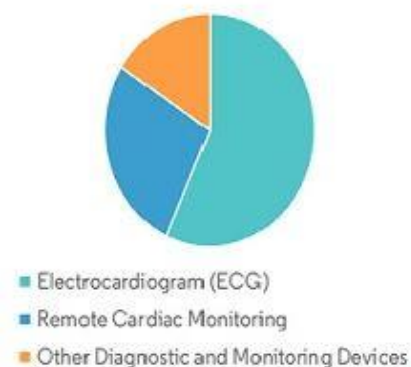
SCOPE OF THE REPORT

The cardiovascular device market is segmented on the foundation of machine type and geography. On the foundation of machine type, the market is segmented into diagnostic and monitoring units and therapeutic and surgical units segments. Diagnostic and monitoring units are in addition segmented into electrocardiogram (ECG), remote cardiac monitoring, and different diagnostic and monitoring devices. Similarly therapeutic and surgical units section is divided into cardiac aid devices, cardiac rhythm administration device, catheter, grafts, coronary heart valves, stents, and distinct therapeutic and surgical devices.

KEY MARKET TRENDS

Cardiac Rhythm Management is Registering Notable Growth & ECG Dominated Diagnostic & Monitoring Segment. Increasing cardiovascular diseases, such as arrhythmias, stroke, and high blood pressure, is increasing the demand for cardiac rhythm management devices, which includes pacemakers and implantable defibrillators, globally. On the diagnostic and monitoring front, a new era of transportable and compact ECG is driving its higher adoption, specifically in the home healthcare segment. Furthermore, the rising attention and demand for minimally invasive surgical procedures are driving the demand for coronary stents.

Cardiovascular Devices Market - Revenue Share (%), By Device Type, Diagnostic and Monitoring Devices, 2018



UNITED STATES TO PREVAIL THE MARKET IN TERMS OF REVENUE

The United States dominates the cardiovascular units market, owing to the high incidence of cardiovascular disease, the high adoption rate of minimally invasive procedures, the presence of reimbursements, rising geriatric population, and the excessive demand for non-stop and home-based monitoring.

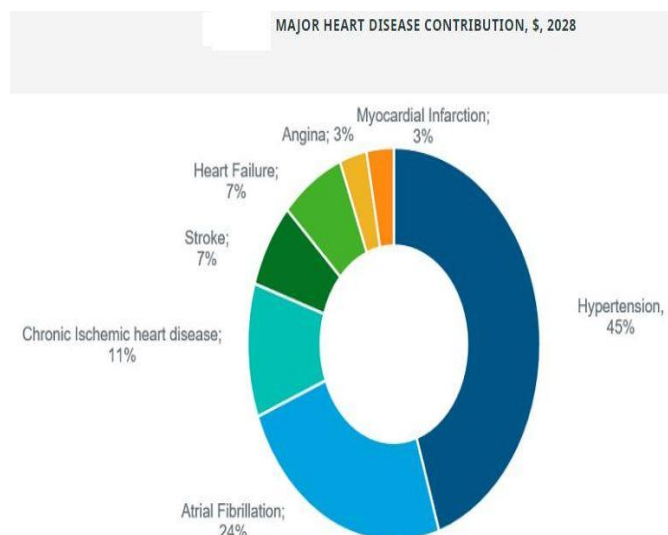


Further findings from the report suggest that-

- Asia-Pacific regional section of the cardiovascular gadget market has registered a very high CAGR. This can be attributed to the rising population, particularly the geriatric, adoption of unhealthy western life-style and heavy

investments in the health sector.

- Among the end-users, the Cardiac diagnostic centres have been popularized due to the ease and lack of prolong in prognosis and monitoring. Also, it is more affordable than hospitals and therefore it has registered a CAGR of 6.5%.
- Among the units for Diagnostic and Monitoring, the ECG holds at least 40% of the share, this can be attributed to the augmented capacities of the new era electrocardiograms.
- The modern-day & future product approvals have decided the strength of the market in the foreseeable future. For instance, the Medtronic plc obtained approval from the United States Food and Drug Administration Systems (USD) for patients with chronic and severe heart failures to be dealt with with a new strategy like the less invasive-implant strategy through a thoracotomy.
- The market is consolidated and constrained to a few very robust key players, the market scenario is very tough for the entrants particularly for entrants to get tax cuts and product approvals.
- Top companies, for instance, Medtronic obtained approval from FDA for a gadget DES made to treat sufferers with Chronic Total Occlusion will come up short.
- Europe has been capable to seize nearly 20% of the market share. This is due to the fact of the growing number of humans affected by cardiovascular illnesses in the given regions. However, there are a lot of elements like stringent policies and the consequences of the current political breakdown that has hindered the European market.



Competitive Rivalry

Global cardiovascular drugs market share consists of several players including AstraZeneca plc, Johnson & Johnson, Merck & Co., Sanofi S.A., Roche Holding AG, Novartis AG, Takeda Pharmaceutical Company Limited, Daiichi Sankyo Company Limited, Pfizer, Inc., and Bayer AG.



COMPETITIVE LANDSCAPE

The cardiovascular units market is consolidated and is tremendously competitive. The main players have set up themselves in particular segments of the market. Furthermore, the organizations are competing in the rising regions with international players as well as with established local players. In countries, such as China and Japan, local players manage a massive share of the market.

Conclusion

As of 2018, 32% of the pills are being taken by sufferers for CVD have been generics whilst branded products contributed to 64%. However, there will be a shift in this vogue over the subsequent 10 years as the share of generic use increases, with as much as 44% being generic by 2028. Even with the launch of 25 new molecules in this sickness area, the loss of safety of 137 manufacturers will see the utilization of generics amongst patients significantly increase. Unless new healing procedures are brought into the market, the dominance of generics will pertain, and some geographies may additionally study declining sales in this sickness area.