

Wearable Electrocardiography (ECG) Devices Market is estimated to witness a rise in revenue from US\$ 14,837.2 Mn in 2021

The Global Wearable Electrocardiography (ECG) Devices Market is projected to grow at a remarkable rate, reaching US\$ 58,071.9 Mn by 2027



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Wearable ECG devices are revolutionizing cardiovascular health monitoring by offering continuous, real-time data that enhances early diagnosis and personalized treatment. The rapid growth in the market is attributed to the increasing prevalence of cardiovascular diseases, rising awareness about heart health, and advancements in wearable technology. These devices provide patients and healthcare professionals with critical insights into heart rhythms, enabling prompt interventions and improved management of cardiac conditions.

Based on product, the smartwatch segment is expected to project the highest market share in the global wearable electrocardiography devices market during the forecast period owing to its high product penetration globally. Whereas, both smartwatch and pocket ECG monitor is expected to grow at the highest CAGR over the forecast period.

On the basis of brand, apple (series 4,5,6) is anticipated to hold the highest market share during the forecast period owing to the rising demand for apple smartwatches for ECG monitoring. Whereas, Alivecor (kardialMobile6) and other market segments are expected to witness the highest CAGR over the forecast period owing to their low cost as compared to other brands available in the marketplace.

By frequency, the continuous segment is estimated to hold the largest market share during the forecast period due to its rising demand. Moreover, the Adhoc segment is expected to project the highest CAGR in the marketplace over the forecast period.

In terms of end-user, individual users dominated the wearable electrocardiography devices market owing to the rising awareness regarding wearable ECG devices among individuals.

By region, the US is expected to hold the largest market share during the forecast period owing to the presence of major market players in the country. Whereas, China is projected to grow at the highest CAGR over the forecast period due to the growing demand for these devices in the country.

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Apple Inc.,
Samsung Electronics Co., Ltd.,
Fitbit, Inc.,
AliveCor, Inc.,
Qardio, Inc.,
VivaLNK
among others.

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- Smartwatch
- · Smart band
- · Pocket ECG monitor
- ECG Patch
- Others

- Apple (series 4,5,6)
- Samsung (galaxy watch 3, active 2)
- Fitbit (sense)
- · Alivecor (kardialMobile6) and others

- Continuous
- Episodic
- Adhoc

- Individual User
- Hospitals & Clinics
- Homecare
- Others

- US
- Europe
- China
- Japan
- ROW

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