

## Global market dynamics

The global ECG monitoring equipment market was valued at USD 6124.5 million in 2024 and is expected to grow at a CAGR of 8 percent from 2024 to 2031, according to Cognitive Market Research.

The ECG equipment market is rapidly expanding, driven by technological advancements, increasing healthcare awareness, and the rising prevalence of cardiovascular diseases. The demand for ECG devices surges as healthcare systems transition toward more proactive and preventive care models. With a growing emphasis on early detection, individuals and medical profes-

sionals are investing in continuous cardiac monitoring solutions. The shift towards personalized healthcare has fuelled interest in portable and wearable ECG devices, enabling real-time data tracking beyond clinical settings. These innovations not only support patients with chronic conditions but also cater to high-risk groups, such as athletes and individuals susceptible to silent heart attacks.

Beyond conventional healthcare applications, new frontiers such as space medicine are further accelerating market growth. Organizations like NASA rely on ECG monitoring to track astronauts' heart health

in microgravity, pushing manufacturers to develop cutting-edge biomedical monitoring suits and real-time telemetry solutions. Similarly, integrating ECG devices into sports medicine is opening new avenues, with regulatory bodies like FIFA mandating pre-competition cardiac screenings for professional athletes. As awareness grows around the risks of exercise-induced cardiac events, manufacturers are investing in research to create ECG solutions tailored for high-performance sports environments.

In response to this evolving landscape, ECG device manufacturers prioritize innovation to enhance

## Industry Speaks

# ECG machines— Navigating market trends and growth prospects

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Electrocardiogram (ECG) machines are indispensable tools in modern cardiology. They enable the monitoring and diagnosis of heart conditions by recording the heart's electrical activity. The global ECG machine market has experienced significant growth, driven by technological advancements, a rising prevalence of cardiovascular diseases, and an increasing emphasis on early diagnosis and preventive healthcare.

## Market size and growth

In 2023, the global ECG equipment market was valued at USD 8.62 billion, with a projected CAGR of 7.2 percent (2024–2030). Growth is fuelled by the increasing incidence of heart diseases, an aging population, and advancements in portable ECG devices that improve accessibility for patients and healthcare providers.

## Product segmentation and market share

ECG machines include resting ECG systems, stress ECG systems, Holter monitors, and event recorders. The ECG Holter monitoring system is expected to hold a 45.8 percent market share in 2025, driven by its ability to provide continuous heart rhythm monitoring, crucial for detecting arrhythmias.

## Technological advancements

Integrating AI into ECG machines revolutionizes cardiac diagnostics by improving accuracy and enabling early disease detection. Portable and

wireless ECG devices also support remote monitoring, aligning with the expanding trend of telemedicine.

## Regional insights

North America currently leads the ECG equipment market due to its advanced healthcare infrastructure and high prevalence of cardiovascular disease. However, the Asia-Pacific region is expected to grow at a CAGR of 11 percent (2024–2034), fuelled by increased healthcare investments and a growing geriatric population, particularly in China and India.

## Outlook

The ECG machine market is poised for continued growth, propelled by ongoing technological advancements and a global emphasis on early cardiac disease detection. The shift toward home-based and ambulatory surgical centers (ASCs) for cardiac monitoring is anticipated to contribute significantly to market expansion, with these segments projected to reach a CAGR of 11 percent from 2024 to 2034. As healthcare systems worldwide adapt to the increasing demand for efficient and accessible cardiac care, ECG machines will remain central to diagnostic and monitoring practices. In conclusion, the ECG machine market is evolving with innovations and increasing cardiovascular health awareness. Manufacturers and healthcare providers must adapt to these trends to meet the needs of a growing global patient base.