

Market Analysis Report on World Heart Congress

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World Heart Congress 2020 is a two-day conference which is to be held on June 15-16, Rome, Italy. This will be a great platform to gather and share knowledge, presentations, panel discussions, interactive dialogue about the developing world of cardiology. This conference brings together the researchers, scientists, professors, students, cardiologists who dispense an international forum on extending of approved research.

Cardiology is a branch of medicine dealing with disorders of the heart be it human or animal. This subject is associated with medical diagnosis and treatment of congenital heart defects, coronary artery disease, heart failure, valvular heart disease and electrophysiology. Doctors who specialize and practice in this field are called cardiologists, a specialty of internal medicine.

Greatest Achievements in the Field of Cardiology:

The United States is a huge market for Cardiology Surgical & Interventional Cardiology devices due to factors like high healthcare expenditures, awareness levels and sophisticated healthcare infrastructure. The market is expected to show a huge growth owing to the presence of high unfilled medical needs mainly coming from China and Japan. The increasing widespread presence of cardiovascular diseases is the leading factor driving the market. The World Heart Federation (WHF) unites 200 members bridging 100 countries in the fight against cardiovascular disease, Global Data research predicts the worldwide market for CMD devices will reach \$1.6 billion by 2020.

The Asia Pacific interventional cardiology devices market is habituated to be a bystander to significant gains, at a CAGR of over 9.0% from 2014 to 2020 due to the increasing popularity of cardiovascular disorders in geriatric and pediatric population, growing awareness about the cost efficacy and efficiency provided by these devices and rising health care expenditure levels.

Rapidly growing fractions within interventional cardiology are expected to be led by new technologies, such as CTO crossers, FFR guidewires and OCT catheters. The vascular access market will grow due to a combination of increasing patient population and the shift towards technologically advanced devices that will continue to gain market share at the expense of older, less expensive devices.

Just like other medical device markets, the interventional cardiology market has been witnessing consolidation in the recent years. Through strategic mergers and acquisitions, large competitors are either entering the overall market or expanding their reach by entering new segments.

bundling of devices at a discount has become risen trend because of consolidation. Bundling is driven by unfavorable reimbursement conditions and larger competitors who have a

wide variety of devices to offer across the interventional cardiology market and can negotiate more cost-effective contracts with hospitals and labs. As a result, competitive pressure is expected to contribute to declines in prices across most of the segments in the market around the globe.

INTERVENTIONAL CARDIOLOGY MARKET SHARE INSIGHTS

Both the US and European Interventional Cardiology Markets are largest for coronary stent, coronary balloon catheter, coronary embolic protection device and coronary thrombectomy device markets.

In the United States, Interventional Cardiology procedures are broken into four segments: angiography procedures, angioplasty/PCI procedures, coronary atherectomy procedures, and catherization procedures. Of these, the amount of catherization procedures performed annually in the US is the largest, at just under four million.

The European market has these same four segments and an embolic protection device procedure segment. The amount of catherization procedures are also the largest in Europe, at over five million annually.

Many companies enjoy strong positions in the interventional cardiology device market.

US-headquartered Boston Scientific is the largest firm accounting for 23.3% of world consumption over a total annual sale of \$2.8 billion. With an estimated 21.8% of the total market share the second position is held by Abbott Laboratories, not far behind are the Dublin-based Medtronic with estimated sales of \$1.3 billion – a 10.6% market share. However, the market leader for coronary stents is Abbott Laboratories with an estimated 24.4% share in the market. Lastly, St. Jude dominates the vascular closure devices segment with 44.8% of the global revenue.

Medtronic offers a vast selection of devices across many market segments, allowing it to gain a strong position in the competitive landscape. The company is expected to increase its share over the forecast period as it continues to implement this comprehensive strategy.

Scope and Importance:

The aim of this meeting is to rejuvenate new thoughts for treatment and to analyze the current market trends for the future of cardiovascular medicines, gadgets, and diagnostics,

with an emphasize more on latest items that will be benefit in the area of cardiology. Lectures and session talks will give a far-reaching best in the class refresh of the clinical employments of different strategies in the conclusion, visualization, and administration of basic heart diseases. As the world is ending up progressively against general wellbeing difficulties and dangers for heart diseases bursts.

Products manufactured by the industry related to Cardiology research Globally:-

- Pacemakers
- Implantable defibrillatorsStents
- Remote Patient Management.
- Vascular/Surgical Devices
- Small Molecules
- Heart valve corrective device
- Stents
- Specialized medicines;
- Medical Diagnostic Instruments.
- Single-use cardiovascular medical devices

