

Blood Pressure Cuffs Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The blood pressure cuffs market was valued at USD 456.72 million in 2021, and it is projected to record a CAGR of 7.38% during the forecast period.

The onset of COVID-19 caused nationwide lockdowns, with the suspension of non-urgent scheduled visits and hospitalizations worldwide. Thus, in October 2020, the Food and Drug Administration (FDA) announced a new policy, effective from January 2020, to expand the availability and capability of non-invasive remote monitoring devices to aid patient monitoring and reduce patient and healthcare provider contact and exposure to COVID-19. This initiative has led to an increased usage of blood pressure monitoring devices for self-monitoring of symptoms during the COVID-19 pandemic to reduce the burden on healthcare facilities by minimizing the visits to hospitals and other healthcare facilities. Also, several initiatives were launched pertaining to blood pressure cuffs in 2021 to enhance and support blood pressure monitoring. For instance, in December 2020, the American Heart Association was awarded USD 32 million through a series of cooperative agreements with the US Department of Health and Human Services for a national initiative to help improve COVID-19-related health outcomes by reducing high blood pressure among racial and ethnic populations who have higher rates of high blood pressure and are at increased risk of COVID-19 and severe chronic conditions, such as heart disease and stroke.

The major factor attributing to the market's growth is the increased prevalence of hypertension globally. Blood pressure monitoring is important for evaluating general health and most of the disease conditions in an individual. It also aids in diagnosing and evaluating treatment for high blood pressure and related conditions, including pregnancy-induced hypertension. For instance, as per the 2021 statistics by March of Dimes, preeclampsia is a serious health problem in women and affects about 2-8 % of pregnancies worldwide.

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Some of the market players are engaged in manufacturing and providing blood pressure cuffs. For instance, Welch Allyn provides reversible blood pressure cuffs and single-patient usage blood pressure cuffs, in addition to reusable blood pressure cuffs, for patients with skin infections. Additionally, GE Healthcare, a manufacturer and distributor of diagnostic imaging products, provides a wide range of blood pressure cuffs for patients of all ages and sizes, including bariatric patients. The growing demand for blood pressure monitoring devices is boosting the market's growth. However, the threat of infection for reusable blood pressure cuffs may restrain the market's growth.

Blood Pressure Cuffs Market Trends

The Disposable Blood Pressure Cuffs Segment is the Fastest Growing Segment in the Market

The usage of disposable blood pressure cuffs helps prevent cross-contamination and eliminates costly cleaning and repairs associated with some reusable blood pressure cuffs. Disposable blood pressure cuffs are made from various durable materials like soft or vinyl fabric that provide added comfort to patients.

In addition, disposable blood pressure cuffs are used by many hospitals since they help improve financial outcomes and enhance patient safety. These cuffs have options that allow for the streamlining of workflow and lead to easier inventory management while reducing the risk of cross-contamination.

Welch Allyn Inc., a subsidiary company of Hill-Rom, provides disposable blood pressure cuffs with features like patented technology accurate readings. The company manufactures three types of disposable blood pressure cuffs: FlexiPort Disposable Blood Pressure Cuffs, FlexiPort Single-Patient-Use Blood Pressure Cuffs, and Neonatal One Piece Disposable Blood Pressure Cuffs.

SunTech Medical Inc. manufactures disposable blood pressure cuffs made with a soft yet durable fabric that ensures patient comfort and reliability. They were developed prioritizing affordability, and the cuffs promote single-patient use and come in a full range of sizes. These disposable blood pressure cuffs are color-coded for easy identification and quick selection. The availability of such products in the market is leading to the market's growth.

Thus, the growing demand for less cross-contamination and patient convenience increases the need for disposable blood pressure cuffs, thus boosting the segment's growth.

North America Dominates the Market and is Expected to Continue the Trend During the Forecast Period

North America is expected to dominate the overall market throughout the forecast period. The United States is expected to have a significant market share over the forecast period. The major factors contributing to the growth of the North American market are the increasing prevalence of hypertension, growing demand for blood monitoring devices, a strong presence of market players, and well-established healthcare infrastructure.

For instance, as per the 2021 Centers for Disease Control and Prevention (CDC), hypertension is the leading cause of death in the United States. In 2019, more than half a million deaths in the United States had hypertension as a primary or contributing cause. Additionally, as per the same source, approximately half of the adults in the United States (47%, or 116 million) have hypertension.

Obesity is also one of the major causes of high blood pressure in the United States. For instance, as per the 2021 statistics by the Centers for Disease Control and Prevention (CDC), the prevalence of obesity in the country during 2017-2018 was 42.4%. The indicated prevalence reflects the increasing need for blood pressure monitoring devices in the country, thereby contributing to the growing demand for blood pressure cuffs.

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Such a high prevalence of hypertension in the country indicates the growing demand for blood pressure monitoring, thereby contributing to the demand for blood pressure cuffs. For instance, in January 2019, Omron Healthcare, a personal heart health and wellness technology firm, launched a wearable blood pressure monitoring device, HeartGuide. The device uses an inflatable oscillometric blood pressure cuff. The rising number of initiatives by the government are anticipated to fuel the demand for blood pressure monitoring in the country, thereby increasing the demand for blood pressure cuffs. For instance, in 2020, the Canadian Hypertension Congress was held in Canada from September 24th to September 26th. The Congress enables collaboration and networking among healthcare professionals and providers to share their expertise, ideas, and experiences to accelerate innovation. Thus, these factors are likely to drive the US blood pressure cuff market during the forecast period.

Blood Pressure Cuffs Market Competitor Analysis

The blood pressure cuffs market is moderately competitive and consists of several major players. Some of the companies currently dominating the market are Omron Healthcare Inc., Cardinal Health, GE Healthcare, Halma PLC (SunTech Medical Inc.), Baxter (Hillrom), Koninklijke Philips NV, American Diagnostic Corporation, Spengler SAS, and Spacelabs Healthcare.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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