

# China Portable Medical Electronic Devices Industry Report, 2010

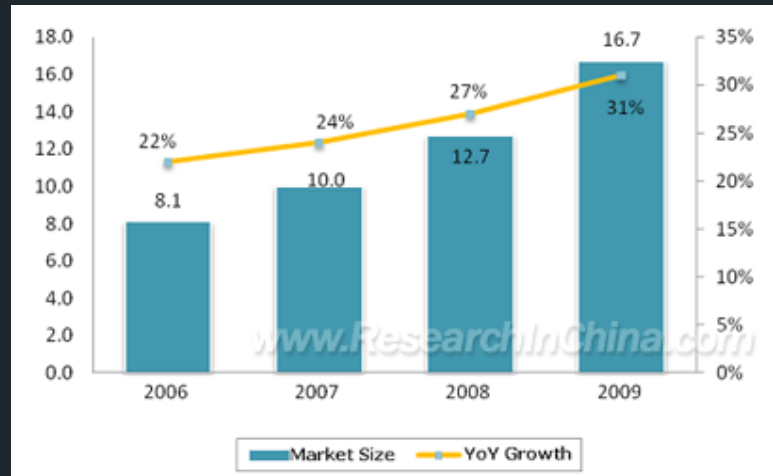


Portable medical electronic devices can be mainly divided into home type and professional type, of which, the former covers electronic sphygmomanometer, electronic blood glucose meter, electronic hearing aids, etc., and the latter includes portable electrocardiograph, portable multi-parameter monitor, portable ultrasonic tester, etc.

Benefiting from the constant improvement of Chinese medical care system and the continuously increased demand for health care from the residents during recent years, China's portable medical electronics market has experienced substantial growth with an annual average speed of 27%. In 2009, the market size of Chinese portable medical electronics approximated RMB16.7 billion, up 106% from 2006.

## Market Size and YoY Growth of Chinese Portable Medical Electronics, 2006-2009

(Unit: RMB bn)



Source: China Semiconductor Industry Association; ResearchInChina

Home portable medical electronics have been well embraced by the market because of their superiorities such as low price and easy operation. In 2009, they enjoyed 65% shares of the entire portable medical electronics market, hereinto, electronic sphygmomanometer, electronic blood glucose meter, and digital hearing aids accounted for over 90% of the home portable medical electronics market.

In the Chinese market of electronic sphygmomanometer, Japanese brands have seized above 70% market shares due to the pioneer advantage, of which, Omron has possessed a market share as high as 65%. Domestic brands have also accelerated their development along with the rapid expansion of foreign brands. Having become the largest domestic brand of electronic sphygmomanometer, Andon Health has obtained outstanding achievements with the revenue of electronic sphygmomanometer reaching RMB270 million in 2009 and the market share neighboring 15% which was only second to that of Omron.

As for the market of portable blood glucose meter in China, overseas brands such as Johnson & Johnson, Roche occupy half of the Chinese market, followed by domestic brands like Yicheng and Sinocare. Johnson & Johnson blood glucose meter has been stably in the first position in Chinese market with the market share of about 45%; Roche blood glucose monitor holds 31% of the global market share as well as 25% market share in China; while Yicheng aims at second and third-tier cities against the fierce competition and it has now ranked the third in the domestic market.

Based on the overall situation of Chinese portable medical electronic device market, this report not only underlines the home products like electronic sphygmomanometer and portable blood glucose meter but also probes into the professional products such as portable ultrasonic tester, implantable cardiac pacemaker, and portable electrocardiograph.

The most widely applied portable ultrasonic tester goes to portable B-ultrasonic scanner whose sales volume and export volume have maintained respective growth rate of 16.7% and 15.4% in recent 4 years. As the leading enterprise of portable B-ultrasonic scanner in China, Mindray successfully launched China's first digital portable ultrasonic scanner in 2004 and developed China's first digital portable color Doppler ultrasound scanner with completely independent intellectual property right in 2006.

The quantity of cardiac pacemaker implantations in China is extremely small compared with that in countries like the USA and Japan. Along with the enhanced localization of cardiac pacemaker production as well as the progressive medical reform, the quantity of cardiac pacemaker implantations in China has been growing at an annual average rate of 15% in recent years, from 14,000 sets in 2003 and 23,000 sets in 2006 to approximate 36,000 sets in 2009.

Accordingly, this report casts light on the operation and development in China of leading foreign enterprises like Omron, A&D, Johnson & Johnson, Roche, Medtronic, and Nihon Kohden, as well as the status quo, competitive edges and development strategy of competitive domestic enterprises such as Andon Health, Yicheng, and Mindray.

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# How to Buy

Product details			How to Order
	USD	File	By email: report@researchinchina.com
Single user	1,400	PDF	By fax: 86-10-82601570
Enterprisewide	2,100	PDF	By online: www.researchinchina.com
Publication date: Aug. 2010			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			