



**China Medical Monitor Industry Report,
2013-2015**

Dec. 2013

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

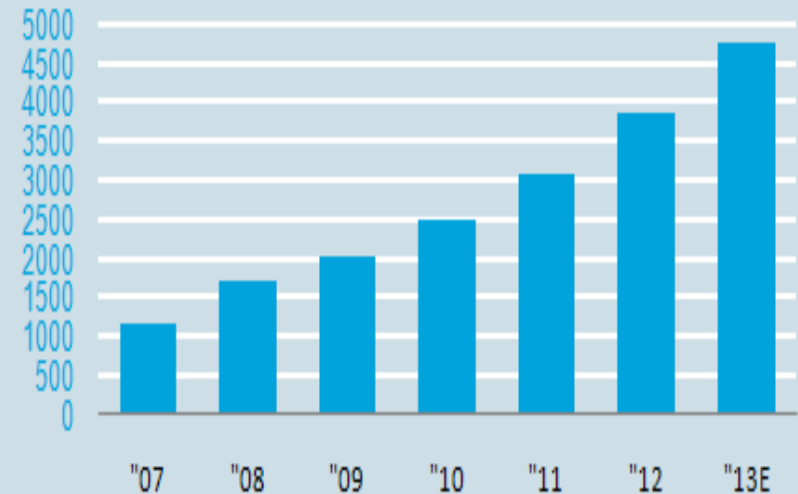
In 2007-2011, the Chinese medical monitor market size rose from RMB1.16 billion to RMB3.08 billion at a CAGR of 27.8%. In 2012, the figure reached RMB3.86 billion, a year-on-year increase of 25.3%, of which, multi-parameter monitor market size accounted for more than 60%.

China is a major exporter of monitor, in 2006-2012 the export volume grew at a CAGR of 22.9%. From January to October of 2013 China's export volume of medical monitors climbed 16.7% YoY. Meanwhile, many of high-end medical monitors in China are still dependent on imports, 80% of the medium- and high-end monitor market was occupied by General Electric (GE), Philips and other foreign brands.

Medical monitor pertains to the high-tech, high value-added product, with high levels of industry profit. In 2008-2013 China's major monitor enterprises e.g. Mindray, Biolight and EDAN Instruments kept gross margin around 50%.

Market Size of China Monitor Industry, 2007-2013

Unit: RMB mln



Source: CAMDI; ResearchInChina

With the improvement of living standards and aging of population in China, medical monitor will be extended from medical institution to home health care, and household multi-parameter monitor will become a new growth engine of consumption, which will consolidate the market position of multi-parameter monitor. Meanwhile, accompanied by the family planning policy adjustments, obstetric monitor embraces a positive outlook.

The Chinese medical monitor market size is expected to achieve RMB7.42 billion in 2015, of which, multi-parameter monitor market size and obstetric care market size will be RMB4.412 billion and RMB588 million, respectively.

China Medical Monitor Industry Report, 2013-2015 mainly covers the followings:

- ✘ Status quo, import and export trade, business operation, competition pattern, etc. of China medical monitor industry;
- ✘ China's medical monitor upstream / downstream industry development and market forecast;
- ✘ Operating status, business analysis, etc. of 10 leading monitor companies at home and abroad, as well as comparative analysis of operating conditions.

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