

# Cardiac Ambulatory Monitoring Market Poised for USD 24.6 Billion Growth by 2035

*Rising cardiovascular burden, AI integration, and home-based care propel sustained market expansion through 2035.*

NEW YORK, DE, UNITED STATES, August 28, 2025 /EINPresswire.com/ -- The [cardiac ambulatory monitoring market](#) is entering a transformative growth

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Cardiac ambulatory monitoring market to grow from USD 15.9B in 2025 to USD 24.6B by 2035, fueled by AI-driven devices, preventive care, and rising demand for outpatient cardiac monitoring.”

*Sabyasachi Ghosh*

phase, projected to rise from USD 15.9 billion in 2025 to USD 24.6 billion by 2035, at a 4.5% CAGR. This expansion is fueled by an urgent global need to address the increasing prevalence of cardiovascular diseases, which remain the leading cause of death worldwide. Manufacturers are now presented with a unique opportunity to deliver solutions that not only meet immediate clinical demands but also reshape the future of long-term cardiac care.

With cardiovascular risk factors such as obesity, diabetes, hypertension, and sedentary lifestyles continuing to

escalate, healthcare systems are prioritizing early detection and proactive disease management. Ambulatory monitoring technologies have become central to these strategies, offering continuous, minimally invasive, and patient-friendly diagnostic capabilities that align with the global shift toward outpatient and at-home care.

## The Market Dynamics Shaping Growth

The market's expansion is being driven by several pivotal factors. Preventive diagnostics and telehealth integration are unlocking broader adoption, while rising awareness of wearable monitoring tools is accelerating patient compliance. Importantly, hospitals remain the leading end-user segment, expected to account for 39.4% of revenue in 2025, leveraging these technologies to reduce readmissions, support post-discharge care, and streamline outpatient diagnostics.

On the product side, ECG devices dominate with a 31.7% market share in 2025, largely due to their reliability, portability, and role as the frontline diagnostic tool for arrhythmias and ischemic events. Their evolution into AI-enabled, wireless, and cloud-integrated solutions has further

entrenched their status as a foundational monitoring technology across both clinical and home-care environments.

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### Opportunities for Manufacturers

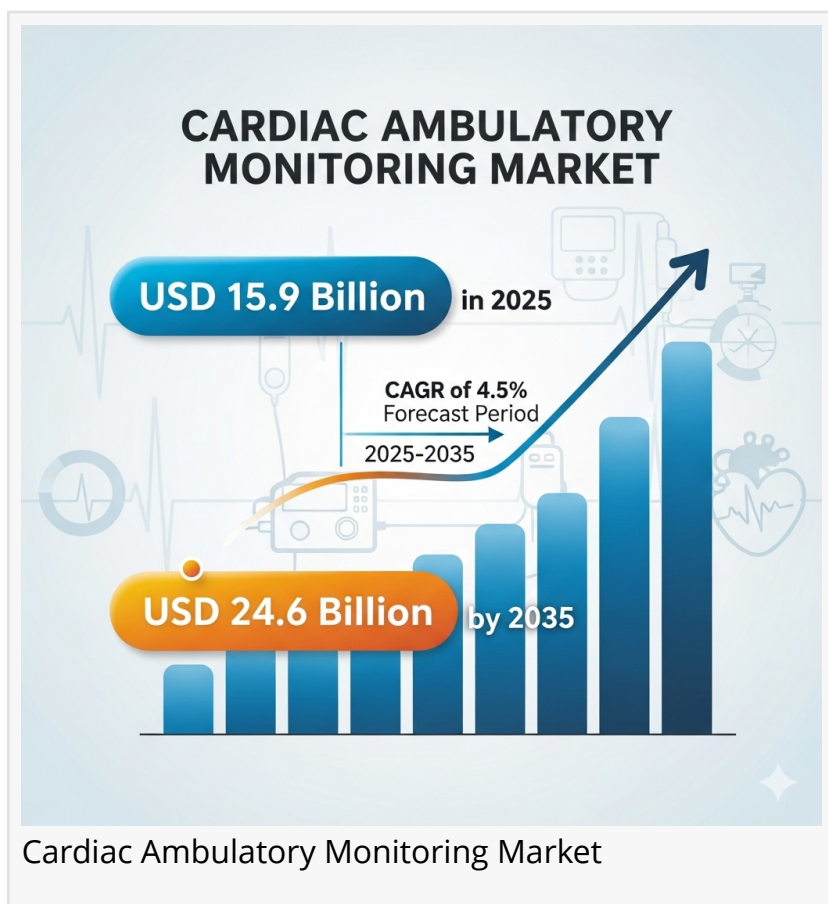
The rising global demand for implantable loop recorders, Holter monitors, mobile cardiac telemetry, and event monitors offers fertile ground for manufacturers to diversify portfolios and scale innovation. Recent advancements, such as Medtronic's absorbable antibacterial envelope for implantable devices, demonstrate how manufacturers can address complications like infection risk while enhancing device performance.

Additionally, manufacturers that invest in AI-driven analytics, miniaturized wearable devices, and interoperable digital ecosystems stand to capture significant market share. As reimbursement frameworks become more favorable and healthcare expenditures rise, opportunities for new entrants and established players are expanding across regions including North America, Europe, and Asia-Pacific.

### Regional Growth Insights

Regional dynamics are reshaping the competitive landscape. The USA is projected to grow at a 7.4% CAGR through 2035, driven by the rising prevalence of cardiovascular surgeries, increasing adoption of wearable devices, and high investments in R&D. In Europe, markets like Germany and the UK are advancing rapidly, fueled by obesity-related cardiac conditions and government-backed preventative health initiatives.

Japan is experiencing growth through its adoption of minimally invasive procedures and an aging population, while South Korea's innovation in wearable monitoring devices is adding momentum to its market expansion. China remains a powerhouse in East Asia, where heightened awareness of sudden cardiac arrest and rising heart failure prevalence are intensifying demand for continuous monitoring solutions.



## Competitive Landscape Driving Innovation

The cardiac ambulatory monitoring market is moderately fragmented, with key players such as Medtronic, Abbott Laboratories, Boston Scientific Corporation, GE Healthcare, iRhythm Technologies, Biotronik, Schiller, Medicomp, Koninklijke Philips, Applied Cardiac System, and MicroPort driving advancements through product launches and acquisitions.

For example, AliveCor's 2024 acquisition of CardioLabs expanded its diagnostic service portfolio, while GE Healthcare's Portrait Mobile system introduced in 2025 enhances patient monitoring throughout hospital stays. Similarly, AI-powered solutions like Medtronic's LINQ II with FDA-cleared AccuRhythm algorithms and AliveCor's KardiaMobile Card are setting new benchmarks for speed, accuracy, and accessibility in cardiac diagnostics.

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## Long-Term Growth Potential

From 2020 to 2024, the market registered a 5.2% CAGR, underscoring steady demand that is now accelerating with stronger structural drivers. As more than 17.9 million people die annually from cardiovascular diseases worldwide, the role of cardiac ambulatory monitoring has shifted from niche diagnostic support to mainstream, indispensable healthcare infrastructure.

Manufacturers that align product innovation with ease of use, data accuracy, and patient engagement are best positioned to thrive. With the convergence of aging populations, digital healthcare expansion, and AI-driven diagnostics, the next decade is set to redefine standards of care and open sustainable growth opportunities for forward-looking companies.

Author's Point of View: Cardiac monitoring innovation is redefining patient care and giving manufacturers a pathway to sustainable growth.

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