

Hypertension 2020 | Market Analysis

Abdelmonem Hegazy

Hypertension 2020 welcomes attendees, presenters, and exhibitors from all over the world to Madrid, Spain. We are delighted to invite you all to attend and register for the “[4th Annual Conference on Hypertension and Cardiovascular Disease](#)” which is going to be held during July 15-16, 2020 at Rome, Italy.

Hypertension 2020 has been designed in an interdisciplinary manner with a multitude of tracks to choose from every segment and provides you with a unique opportunity to meet up with peers from both industry and academia and establish a scientific network between them. We cordially invite all concerned people to come join us at our event and make it successful by your participation. Hypertension 2020 aims to bring maximum exposure to our attendees, so we make sure the event is a blend which covers professionals such as [cardiologists](#), nutritionists and researchers from academia & industry making the Hypertension 2019 conference a perfect platform.

The conference will be organized around the Theme ‘Major Breakthrough in Control of Hypertension and Cardiovascular Disease’. Our goal is to deliver an outstanding program which covers the entire spectrum of research & innovations in [Hypertension](#) and [Cardiology care](#) and share the cross-cultural experiences of various treatment procedures. Hypertension 2019 is an annual meeting of Hypertension and [Cardiovascular Disease](#) organizations as well as committees to discuss the future of cardiac disorders in terms of collaboration, structures, and organizational development.

Hypertension is a long-term medical condition and very difficult to cure, which means a patient affected by Hypertension have to be on medications for the rest of their life. Thus, the need for Hypertensive drugs tends to increase with the increase in the number of target patients. According to the World Review report 2018, Anti-hypertensive drugs were the second largest therapy area in 2011. By 2020 the hypertensive drugs will post a market value of 32 billion USD. The current percentage of old people worldwide is 11% and it tends to increase to 22% by 2050. Since the growing age is more prone to high blood pressure the need for [hypertensive drugs](#) tend only to increase.

CVD market tends to grow slowly from \$129.2 billion in 2015 to \$146.4 billion by 2022 which is a very modest growth rate 1.8%. The old markets which thought for an increase in revenue suddenly dropped of their annual income because of newer markets and expiration of patents for the old target drugs. The new drugs now released in the market are combination drugs and they tend to show high revenue forecast as \$5.7 billion by 2022.

Importance and Scope:

The current era is where most of the people are often prone to hypertension and allied diseases. These diseases have life-threatening risk factors on people. Thus, care must be taken in order to protect the lives of people suffering from these diseases. In general, Hypertensive people develop the risk for Cardiovascular Diseases. Cardiovascular diseases include disease with blood or heart or both. Cardiovascular Diseases will mostly affect all the parts of the body. CVD risks include Chronic heart disease, Rheumatic heart disease, [Atherosclerosis](#), Kidney diseases, [Diabetes](#), etc., Thus finding the right method to treat this is very important. The importance of understanding the blood pressure and heartbeat is necessary since hypertension has no particular symptom until it becomes severe. Combination of drugs to treat Hypertensive Cardiovascular Disease has been intervened to reduce the death rate.

Growth of Cardiology Market:-

The market for cardiology technologies reached an estimated \$10.2 billion in 2012. According to a new study by Smithers Apex – The Future of Coronary Artery Disease Medical Devices to 2020 – it will grow to \$22.5 billion (€20.9 billion) by 2020, with a year-on-year increase of 9.1%. Demand for coronary artery disease medical devices will grow through 2021 as clinically viable and cost-effective solutions are developed. The report covers three major segments of cardiology surgery, devices and drugs market which includes surgeries, devices and drugs. Cardiovascular diseases are the number one cause of death globally. Some of the major CVDs include [coronary heart diseases](#), stroke, hypertensive heart diseases, inflammatory heart diseases, rheumatoid heart diseases and others. Coronary heart diseases are the leading cause of death followed by strokes. The prevalence and incidence rate of heart diseases are on a rise; especially in major emerging countries such as India, China and Japan. The market of cardiology surgery, devices and drugs are also on a rise.

Greatest Achievements in the Field of Cardiology:

- Electrocardiography
- Cardiac catheterization
- Coronary angiography
- Cardiovascular surgery
- Invasive cardiology
- The coronary care unit
- Cardiovascular drugs
- Preventive cardiology
- Echocardiography
- Cardiac Imaging Techniques
- Pacemakers and internal defibrillator

According to Statistics MRC, the Global Stroke Diagnostics and Therapeutics market is accounted for \$23,849.39 Million in 2019 and is expected to reach \$49,698.68 Million by 2026 growing at a CAGR of 8.5% during the forecast period. Factors such as technological advancement, a growing aging population, and people suffering from diabetes, Hypertension are favouring the market. On the other hand, increasing health expenditure, hypertension and increasing tobacco users are also fuelling the market.

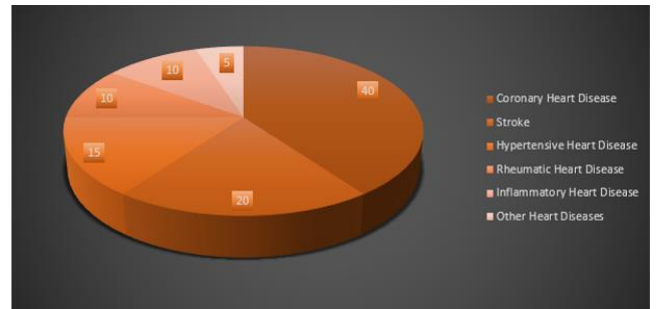
Hypertension is a chronic medical condition in which the arterial blood pressure is elevated to an undesired level. Hypertension is a lifelong disease, which means that a patient may require to take medications every day for the rest of his/her life. Thus, the demand for anti-hypertensive drugs is sustainable and will increase with an increase in the number of target patients. Anti-hypertensive drugs were the second largest therapy area in 2011 with the global sales value of more than USD 40 billion, according to the World Preview 2018 report by Evaluate Pharma.

Some of the key players contributing to the global anti-hypertensive drugs market include Novartis AG, Pfizer, Inc., Johnson & Johnson Ltd, Sanofi S.A., Lupin Limited, Ranbaxy Laboratories Limited, Merck & Co., Inc., Astra Zeneca Plc, and Takeda Pharmaceutical Company Limited. This research report analyzes this market depending on its market segments, major geographies, and current market trends. Geographies analyzed under this research report include

- North America
- Asia Pacific
- Europe
- America

Epidemiology of Cardiovascular Disease:

Figure 1:



Hypertensive Cardiovascular Disease Statistics:

Figure 2:

