Mega Research
marketing agency

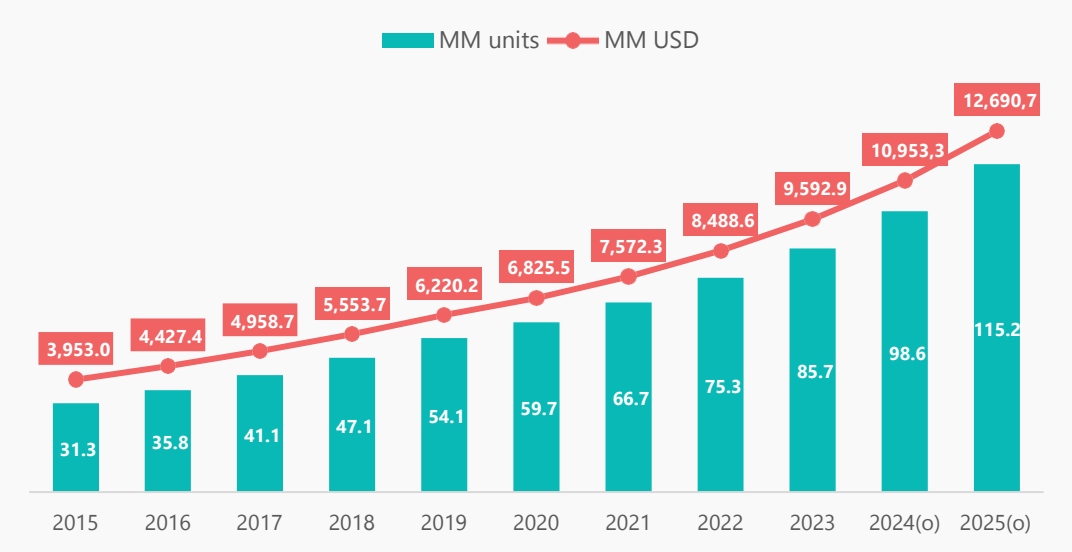
Overview of the Global Market for Glucose Monitoring Systems

1. General Market Information. Brief Overview and Outlook for the World Market

- The global continuous glucose monitoring (CGM) systems market is estimated to reach **USD 10,953 million** in 2024. The market is expected to witness a CAGR of **15,7%** between 2024 and 2034, increasing **21-fold** to **USD 233,638 million** by the end of 2045.
- **Sensors** will account for the largest market share of **73.5%**. This segment will register a CAGR of **15.2%** throughout the forecast period.
- Glucose monitoring systems for type 1 diabetes will account for **55.3%** of the market at the end of 2024.
- In terms of age structure, the adult patient segment will account for **38.4%** of the market in 2024.
- The distribution channel structure in 2024 will be dominated by the sales through clinics and specialty pharmacies accounting for a **56%** market share.
- North America will hold the largest share of **45.1%** in 2024, with its share declining to **35%** by 2045, due to an increase in the share of regions growing at a faster pace.

1. General Market Information. Dynamics in 2015-2025 (estimation).

Global CGM systems market dynamics, 2015-2025



Source: Data of international analytics agencies, MegaResearch estimation

The global continuous glucose monitoring systems (CGM systems) market grew by 13.8% in terms of volume and by 13% in terms of value by the end of 2023.

The market grew three times from 2015 to 2023, driven by the increasing incidence of diabetes worldwide and improved availability of equipment for consumers.

At the current level of CGM systems sales, the provision of diabetic patients with these devices amounted to 0.5% of the total number of diabetics in the world.

1. General Market Information. Demand and Supply Trends

Demand Trends

- High demand for user experience features. Safety, painlessness, and ease of use are important to consumers.
- The cost of the devices and the opportunity to be reimbursed through government reimbursement programs or to purchase the devices through health insurance schemes are also important.

Supply Trends

- Continuous technological innovations. The main areas of innovation, according to the experts, are developments in the field of expanding compatibility with other equipment, namely with the interface of the specialist equipment, without losing the performance quality and efficiency. In addition, manufacturers are constantly working to improve the performance accuracy.
- Developments in the field of increasing fault tolerance during the declared service life of devices. This may become one of the most significant competitive advantages, as it will help to reduce patients' concerns about the quality of readings.

1. General Market Information. Flow Chart

Sensors

Continuous glucose monitoring (CGM) sensors are specialized sensors that are designed to continuously monitor glucose levels in the interstitial fluid (the fluid found in the spaces around cells) rather than directly in blood. CGM system sensors usually consist of a tiny probe or electrode that is inserted right under the skin, usually in the abdomen or forearm area. This probe continuously measures glucose levels and transmits the data wirelessly to a receiver or smartphone app.

Transmitters

Transmitters are the components of a CGM system that wirelessly communicate with the CGM system's sensors and transmit glucose data to a receiver or compatible smartphone application. These are typically small battery-powered devices that connect to the CGM system sensor and serve as an interface between the sensor and an external receiver or smartphone. The CGM system transmitter collects glucose readings from the sensor at regular intervals, usually every few minutes, and sends this data wirelessly to a receiver or smartphone app.

Monitors

Monitors are the devices used to display and interpret glucose data collected by CGM system sensors and transmitted by CGM system transmitters. These monitors can be standalone receivers or compatible smartphone apps that receive and process real-time glucose readings. CGM system monitors typically provide a user-friendly interface for viewing glucose level changes, historical data, and settings such as high and low glucose level alerts. They may also have such features as graphical displays, trend arrows to indicate the direction and rate of change in glucose levels, and the ability to set customized target ranges.

1. General Market Information. Analysis and Recommendations

General Recommendations

- Continuous glucose monitoring systems have been developed as a more technologically advanced and safer alternative to the glucose self-monitoring method that requires regular pricking. Consumers who choose CGM systems as their primary method of glucose monitoring expect accurate readings, ease of use and reliable performance from these devices.
- Thus, manufacturers should focus on improving the performance specifications, namely accuracy of readings, sensor lifetime, compatibility with an insulin pump and other diabetes control devices, as well as the development of algorithms to predict changes in glucose levels.

Market Segmentation

- Proper market segmentation is one of the key factors for developing an effective marketing strategy. In the CGM systems market, sensors hold the major share of more than 56%, therefore, the main target customer segment comprises individuals who value comfort and accurate readings. These consumers are looking for a monitoring device that is characterized by high measurement accuracy as well as ultimate comfort and ease of use. In addition, for this consumer segment, it is critical for the device used to be compatible with the various transmitters and monitors available in the market.

Regional Segmentation

- North America is the leader in the CGM systems market. This region, and the USA in particular, has one of the highest incidence rates of diabetes mellitus in the world. This has driven a high demand for glucose monitoring technologies, including continuous blood sugar monitoring systems.
- In Europe, the problem of diabetes incidence has also become more acute recently due to the growing number of patients in the region. The increase in incidence is mainly attributed to sedentary lifestyle, unhealthy diet and general aging of the population. With the increasing incidence of the disease, the demand for glucose monitoring equipment is growing, too.

Differentiation Strategy

- The global CGM systems market is characterized by high competition. The players are consolidating their positions by improving the performance specifications aimed at enhancing the efficiency and productivity. At the same time, CGM system manufacturers are developing detailed promotional strategies with the target audience in mind.
- For example, the Abbott FreeStyle Libre system by Abbott has captured the market with its option of instant results without the need for pricking. Its affordability and ease of use have made it a consumer favourite, especially in those markets that previously lacked access to continuous monitoring technology.
- Dexcom stands out with the Dexcom G6 and G7 devices, CGM systems that are known for accurate readings, reliability and a user-friendly interface. The focus on innovation and compatibility with insulin pumps and various mobile applications has been the key formula to success in capturing a considerable share of the global CGM market.

1. General Market Information. Market Drivers

Increase in the Incidence of Diabetes Mellitus

- According to the International Diabetes Federation (IDF), more than 10% of adults worldwide now have diabetes mellitus. In some countries, the ratio of people with diabetes to healthy people has increased from 1 in 10 to 1 in 5.
- Numerous factors contribute to the increase in the number of people with diabetes: unhealthy diet, stress, physical inactivity, heredity and others.

Forecast of the Global Incidence of Diabetes

Region	Qty, 2021, MM people	Qty, 2030, MM people	Qty, 2045, MM people	Growth in %
World	537	643	783	+46
North America	51	57	63	+24
Europe	61	67	69	+13
Latin America	32	40	49	+50
Middle East and Africa	97	128	191	+97
SEA	90	113	152	+68

Source: International Diabetes Federation

Increased Use of Continuous Glucose Monitoring Systems (CGM)

- People with diabetes mellitus are often unaware of their diagnosis: in 2021, nearly one in two adults aged 20-79 who had diabetes mellitus (44.7%; 239.7 million) didn't know they had the disease. Early detection is essential to reduce the risk of complications and premature death.
- Continuous glucose monitoring systems help monitor glucose levels in real time, reducing the risk of uncontrolled and abrupt fluctuations in glucose levels known as hyperglycemia or hypoglycemia.
- Factors contributing to the growing popularity of CGM systems include:
  - Painless procedure, no need for repeated pricking.
  - Inconspicuous size, ease of use. The device makes it possible for a person to live their social life to the fullest.
  - Continuous monitoring of vitals, preventing the risk of developing a critical condition.
  - Continuous capture of data, keeping a log of readings.
  - User-friendly data analysis interface.

1. General Market Information. Threat of Substitutes

Substitute products are more of alternative and complementary products than substitute products that can displace CGM systems. Traditional glucose meters and other methods can be regarded as the previous generation of monitoring systems, while CGM systems are more advanced ones.

Substitute product	Description	Threat to CGM market
Conventional glucose meters	Glucose monitoring system with finger pricking using a special needle and test strips.	High popularity of the method due to being common, affordable, and well-known to consumers and health care providers. Many consumers opt for glucose meters especially if there is no need for continuous monitoring or if purchasing a CGM system is not covered by their health insurance or reimbursement system. However, if the option to purchase a CGM system is introduced, consumers will switch to it, which becomes a logical step to improving the quality of diabetes control and offset. At the same time, consumers do not stop using traditional glucose meters, keeping them as an alternative for emergencies.
Alternative methods	Measuring glucose levels in urine Patches for continuous glucose monitoring	Competitors in regions with limited opportunities to purchase continuous monitoring systems

The main threat to the introduction of CGM systems is not the availability of substitute products, but low public awareness and inaccessibility of CGM systems in some regions. With increasing availability, CGM systems will gradually displace their substitute products

1. General Market Information. Competition Intensity

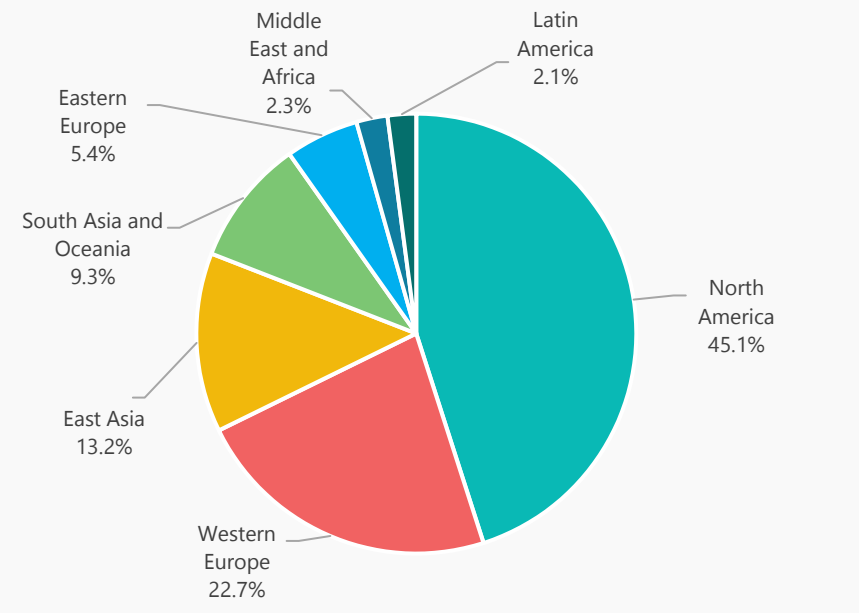
- The HHI (Herfindahl-Hirschman index) score for the CGM systems market is **4,008.2**, which means that the market is rated as highly concentrated, with the main control of market mechanisms, such as pricing, residing with a few major players.
- Almost the entire market (actual sales) is distributed among the **top 3** manufacturing companies. They account for **97.5%** of the market share. The remaining 2.5% is taken by other companies that have just entered the market or have historically had a small share.
- The top 3 companies are **Abbott, Dexcom and Medtronic.**

Potential Market Capacity

The potential capacity of the global CGM systems market at 100% coverage of the needs of all diabetic patients in the world is estimated at **16.7 billion units** with 85.7 million units actually sold in 2023.

High market potential levels out the significance of the high concentration indicator and opens up opportunities for new players.

2. Market Segmentation for Continuous Glucose Monitoring Systems Market



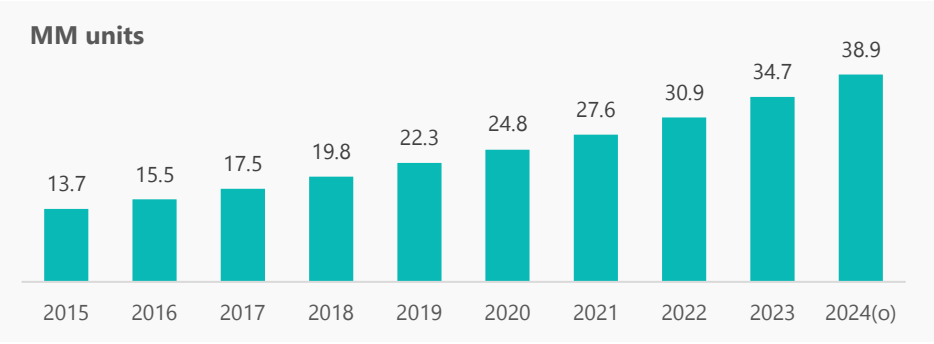
Source: Data from international research agencies

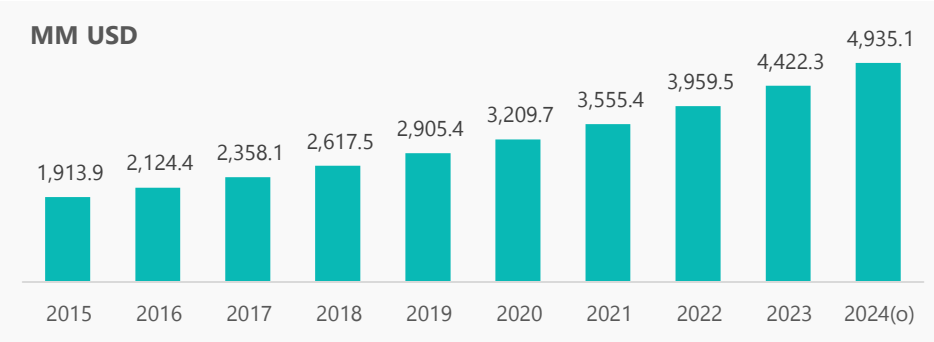
The largest consumers of CGM systems - North America, Western Europe, and East Asia - are expected to account for **81%** of total consumption by the end of **2024**.

By 2030, experts forecast a decrease in the share of the market leader, North America, due to an increase in consumption in Western and Eastern Europe, as well as in the Middle East.

2. Market Segmentation for Continuous Glucose Monitoring Systems. North America

North America





Source: Data from international research agencies

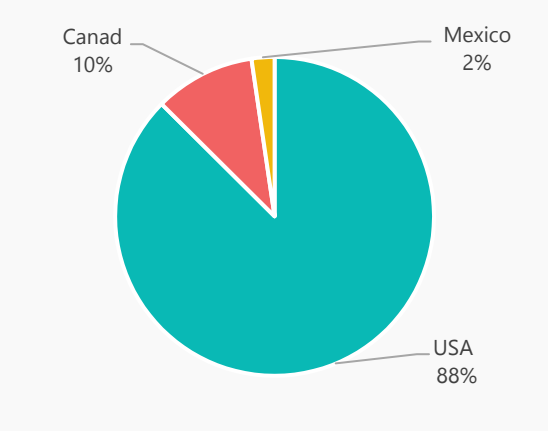
The CGM systems market in North America grew **2.5 times** between 2015 and 2023. According to the preliminary estimates, the market is expected to grow by **12%** year-on-year to reach **38.9 million** units in 2024 as compared to 2023.

In terms of value, the market grew by **131%** during 2015-2023. In 2024, the market is estimated to reach **USD 4,935.1 million**.

Mega Research marketing agency

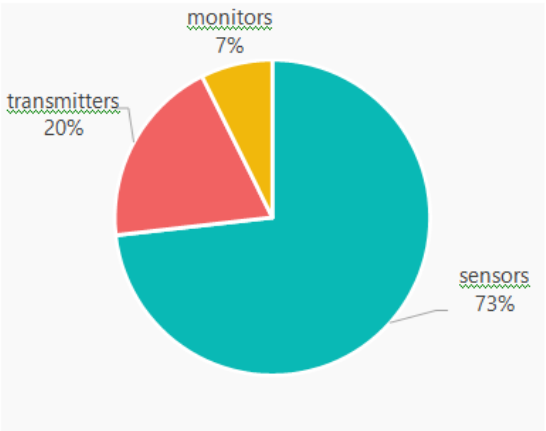
2. Market Segmentation for Continuous Glucose Monitoring Systems. North America

Structure by country



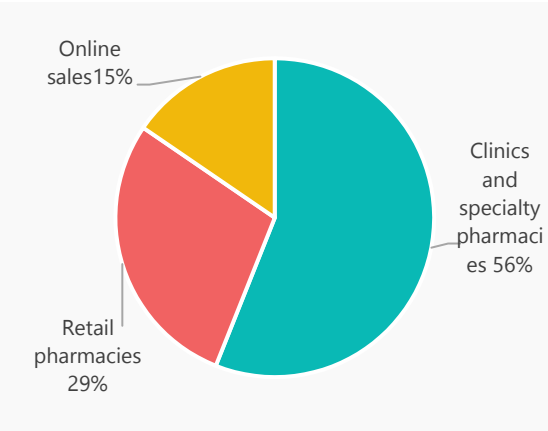
Country	2023, in million USD	2034, in million USD
USA	3,867.79	13,190.32
Canada	451.92	3,064.87
Mexico	102.62	536.91

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	3,237.28	11,903.15
transmitters	859.87	3,461.88
monitors	325.18	1,427.07

Structure by sales channel

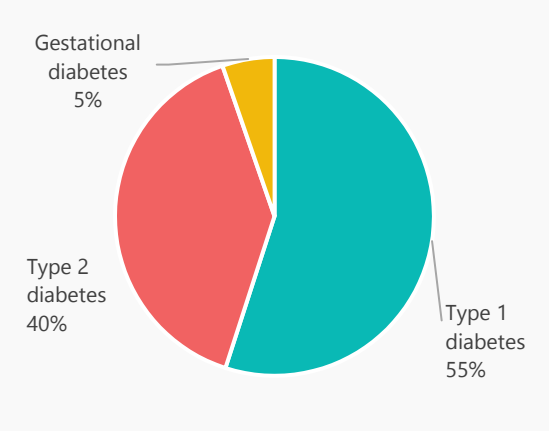


Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	2,478.6	9,143.38
Retail pharmacies	1,260.16	4,689.38
Online sales	683.56	2,959.34

Source: Data from international research agencies

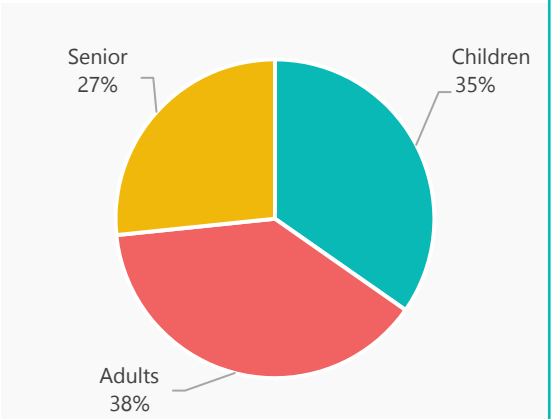
2. Market Segmentation for Continuous Glucose Monitoring Systems. North America

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	2,431.42	9,033.96
Type 2 diabetes	1,756.74	7,062.78
Gestational diabetes	234.16	695.37

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	1,534.99	6,434.62
Adults	1,708.98	6,236.96
Senior	1,178.37	4,120.52

Summary

- The North America market is dominated by sensors with a **73%** share. According to expert forecasts, the sensor segment is expected to grow 3.8 times in 10 years.
- The segment of consumers with **type 1** diabetes accounts for **55%**. It is expected that this segment will continue to lead increasing **3.8 times** by 2034.
- The market is characterized by almost even distribution by age segments with a slight predominance of adult patients accounting for **38%**. This segment is expected to increase **3.6 times** by 2034.
- Clinics and specialized pharmacies are the main sales channel with a **56%** share. The average annual growth rate in the following periods will amount to **12.4%.**
- The USA accounts for up to **88%** of CGM consumption in the region. The USA market will grow **3.4 times** in 10 years.

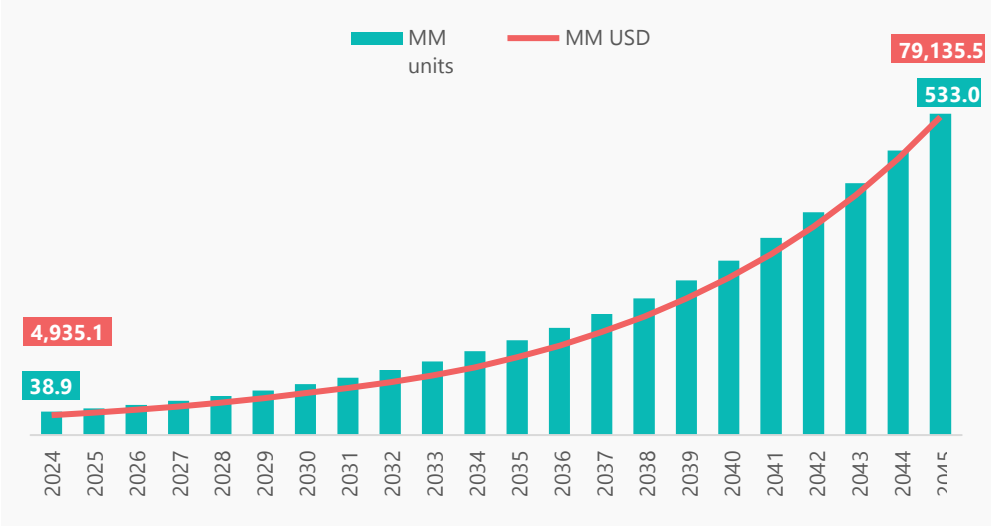
Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring systems. North America. Trends and Projections

Trends

- The North America CGM systems market is characterized by high growth rate due to increasing number of patients among adults and children.
- Technological advancements in the field of continuous glucose monitoring are also contributing to the market growth.
- The FDA classifies these devices as medical grade. Therefore, compliance with the FDA requirements is a powerful driver for entering the market and consolidating the position of the manufacturing company.
- Innovative manufacturing processes make it possible to deliver products with standardized features and functions, which helps to improve the accuracy of clinical indications.

Projections

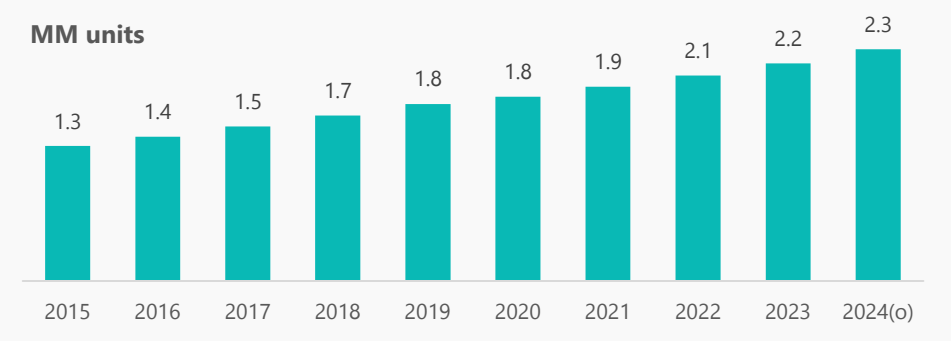


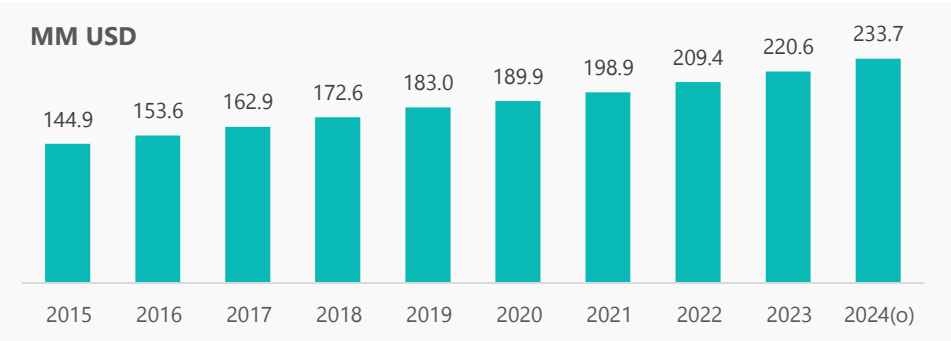
According to the MegaResearch estimates based on the forecasts of international research agencies, the North America CGM systems market will grow steadily and increase **13.7 times** in volume terms and **16 times** in value terms by 2045.

*Source: Data from international research agencies, **MegaResearch estimation***

2. Market Segmentation for Continuous Glucose Monitoring Systems. Latin America

Latin America





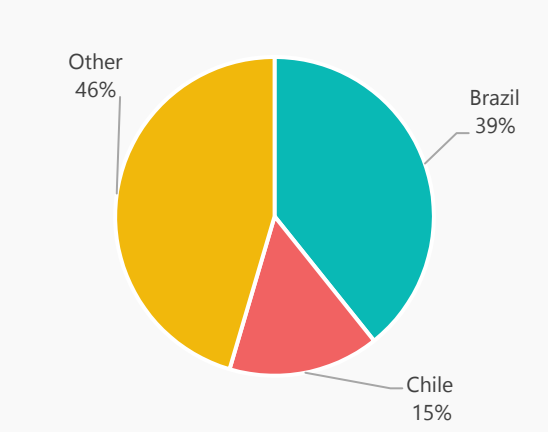
Source: Data from international research agencies

The Latin America market grew at a compound **annual growth rate of 6%** from 2015 to 2023, increasing by **69.2% in 2023 compared to 2015** in volume terms. In 2024, the market is expected to grow by another **6%** compared to 2023 to reach **2.3 million units**.

In value terms, the growth from 2015 to 2023 amounted to **52.2%**. The market will continue to grow further to increase by **5.9%** in 2024.

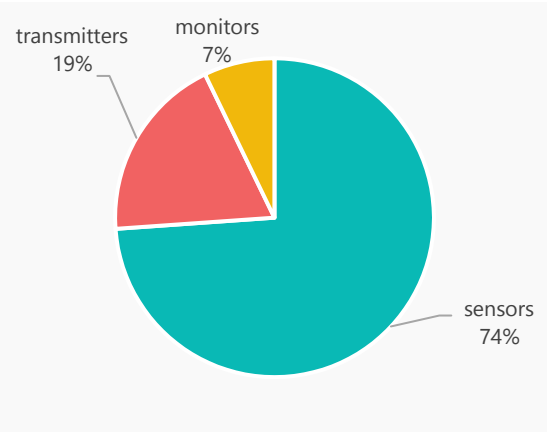
2. Market Segmentation for Continuous Glucose Monitoring Systems. Latin America

Structure by country



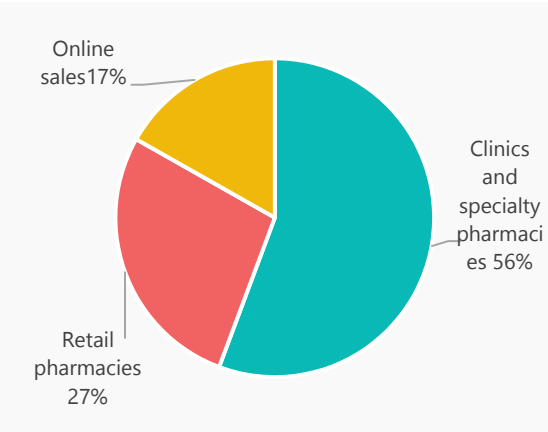
Country	2023, in million USD	2034, in million USD
Brazil	86.62	164,73
Chile	33.76	167,01
Other	100.26	134,32

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	163.03	337.95
transmitters	41.77	92.79
monitors	15.84	35.31

Structure by sales channel

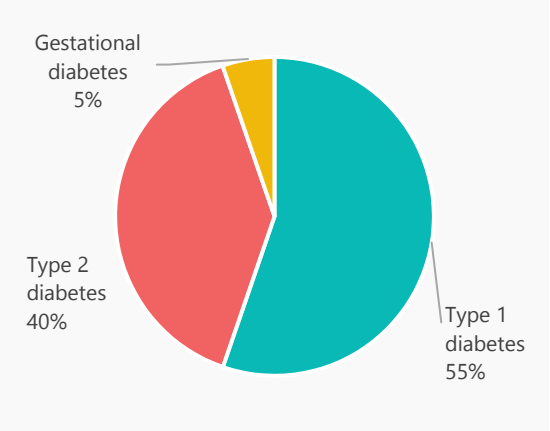


Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	122.88	256.01
Retail pharmacies	60.70	126.59
Online sales	37.07	83.47

Source: Data from international research agencies

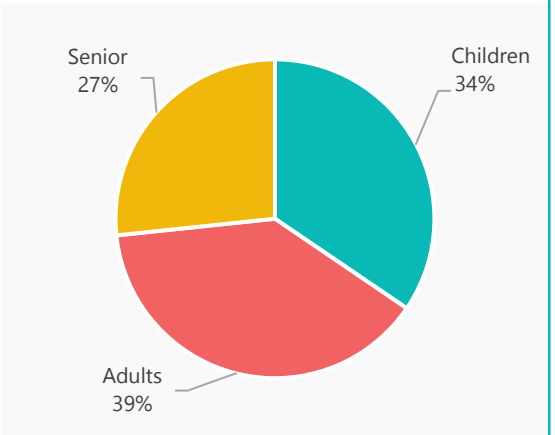
2. Market Segmentation for Continuous Glucose Monitoring Systems. Latin America

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	121.93	253.12
Type 2 diabetes	87.04	191.49
Gestational diabetes	11.67	21.45

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	76.13	172.23
Adults	85.66	176.79
Senior	58.85	117.04

Summary

- The main equipment type in the Latin America market is sensors with a **74%** share. The growth is expected to reach **108%** by 2034.
- The segment of consumers with **type 1** diabetes accounts for **55%**. This segment is expected to increase **2.1 times** by 2034.
- The market is characterized by the predominance of the adult patient group accounting for **39%**. The growth of this segment is expected to amount to **107%** by 2034.
- Clinics and specialty pharmacies are the main sales channel with a **56%** share. This segment is forecast to increase **2.8-fold** by 2024.
- Brazil is the largest regional market with a **39%** share. Consumption of these systems will continue to grow increasing by **90%** in 10 years.

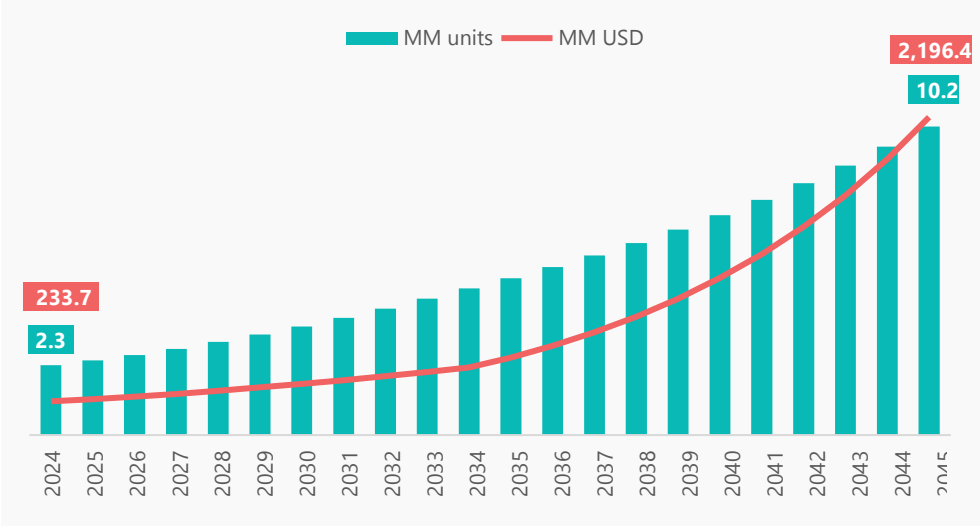
Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring Systems. Latin America. Trends and Projections

Trends

- Growing obesity problem in Latin America is leading to an increase in the number of diabetes cases and consequently the growth of the CGM systems market.
- Government initiatives coupled with the activities of manufacturing companies to increase awareness among the population about the risks of diabetes are also contributing to the growth of the CGM systems market.
- Due to the rising incidence of diabetes in Latin American countries, the leading market players are seeking to expand their presence in the region.
- Brazil remains the leading consumer of CGM systems in the region due to the focus of the key manufacturers on building the distribution system in the country.

Projections

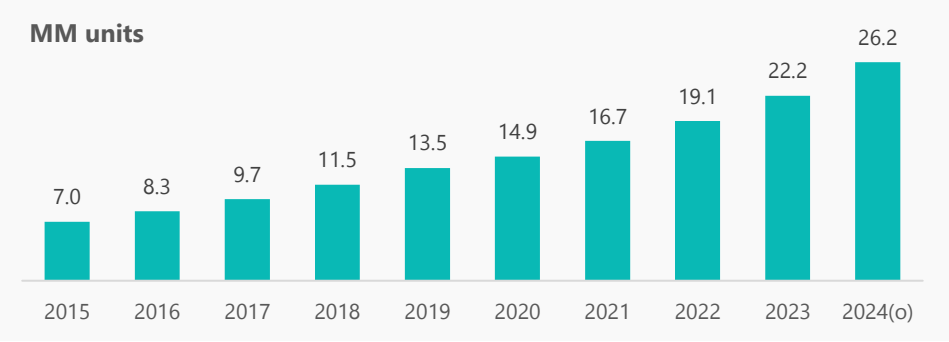


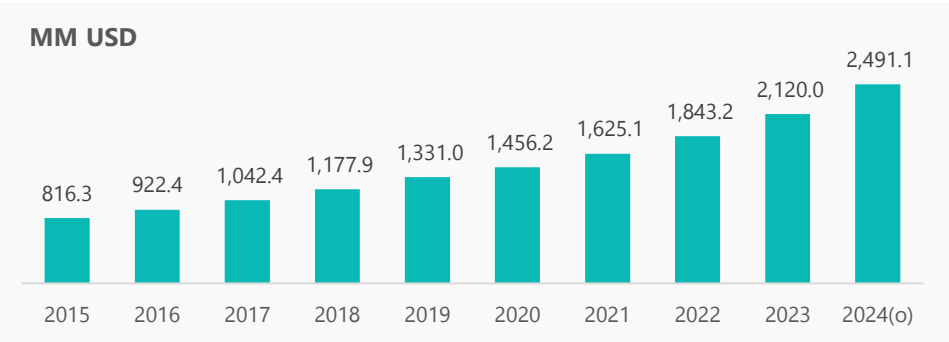
MegaResearch analysts estimate that the Latin America CGM systems market will grow **by 7% annually** to increase **4.4 times** in volume terms and **9.4 times** in value terms by 2045.

Source: Data from international research agencies, MegaResearch estimation

2. Market Segmentation for Continuous Glucose Monitoring Systems. Western Europe

Western Europe





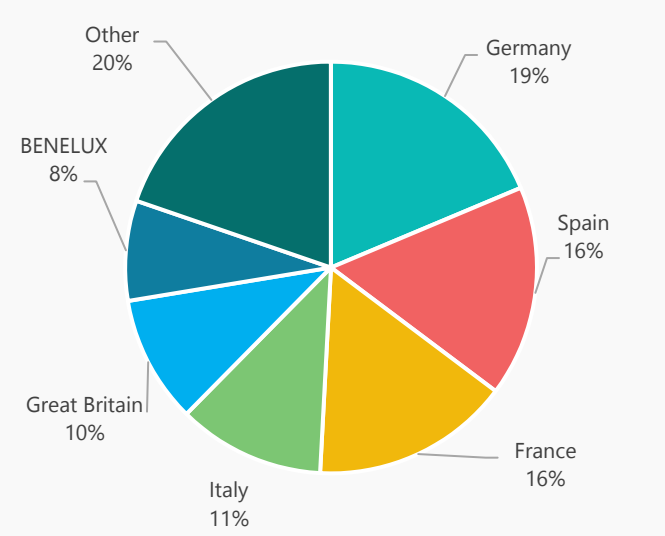
Source: Data from international research agencies

The market for continuous glucose monitoring systems in Western Europe grew **3.2 times** in volume terms and **2.6 times** in value terms between 2015 and 2023.

According to the preliminary estimate for 2024, the market for CGM systems in Europe may reach 26.2 million units and USD 2,491.1 million, representing a **18%** and **17.5%** increase over 2023, respectively.

2. Market Segmentation for Continuous Glucose Monitoring Systems. Western Europe

Structure by country



Country	2023, in million USD	2034, in million USD
Germany	395.8	1,059.76
Spain	351.6	1,658.47
France	330.6	4,190.96
Italy	244.7	2,097.17
Great Britain	212.3	762.60
BENELUX	166.6	2,647.75
Other	418.5	1,579.52

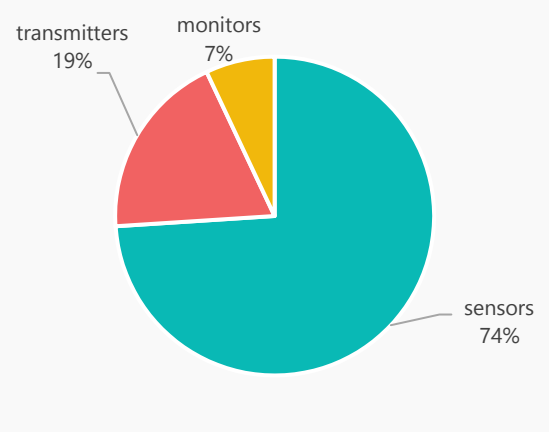
The top 3 consumers are Germany, Spain and France, accounting for **51%** of the Western European market of CGM systems.

According to the forecasts of international analytics agencies, the average annual growth in these countries in the following periods is projected to reach **15%**.

Source: Data from international research agencies

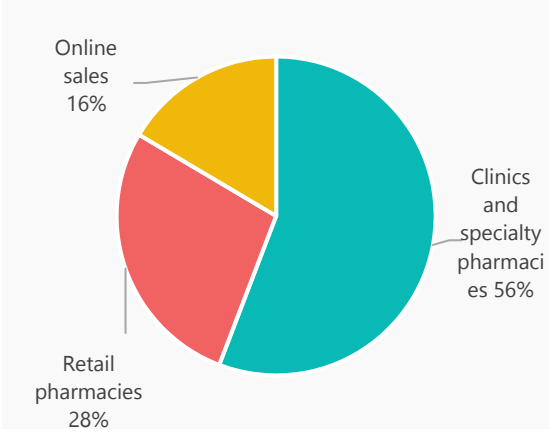
2. Market Segmentation for Continuous Glucose Monitoring Systems. Western Europe

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	1,568.30	9,859.19
transmitters	403.02	2,902.03
monitors	148.71	1,235.00

Structure by sales channel



Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	1,183.15	7,405.66
Retail sales	587.53	3,772.12
Online sales	349.36	2,818.44

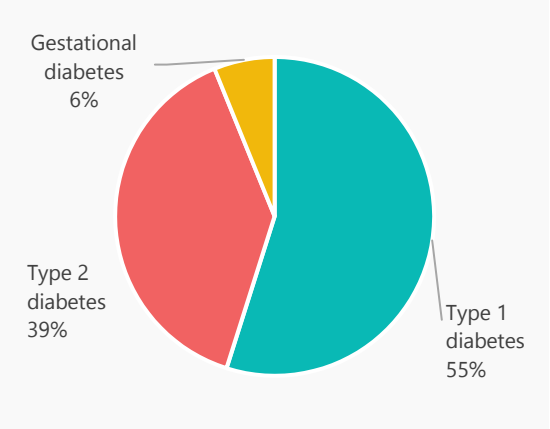
The sensors segment, similar to other regional markets, leads the overall CGM market with a **74%** share. Consumption of sensors will grow **6.5 times by 2034.**

Clinics and pharmacies account for **56%** of all sales of continuous glucose monitoring systems. By 2034, sales through clinics and specialty pharmacies will grow **6.3-fold.**

Source: Data from international research agencies

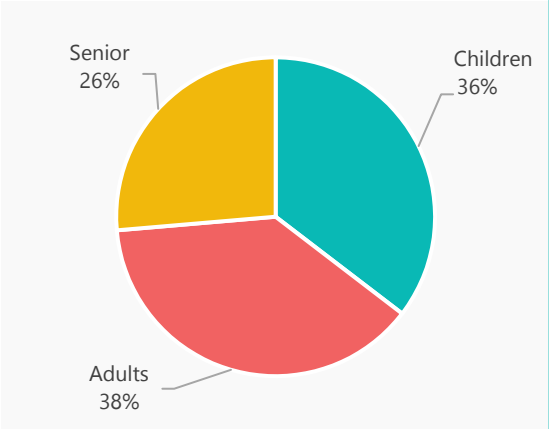
2. Market Segmentation for Continuous Glucose Monitoring Systems. Western Europe

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	1,163.21	7,407.48
Type 2 diabetes	826.21	6,011.22
Gestational diabetes	130.51	577.52

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	750.45	5,677.36
Adults	810.78	5,072.81
Senior	558.80	3,206.46

The segment of consumers with **type 1** diabetes accounts for **55%**. This segment is expected to increase **6.4 times** by 2034.

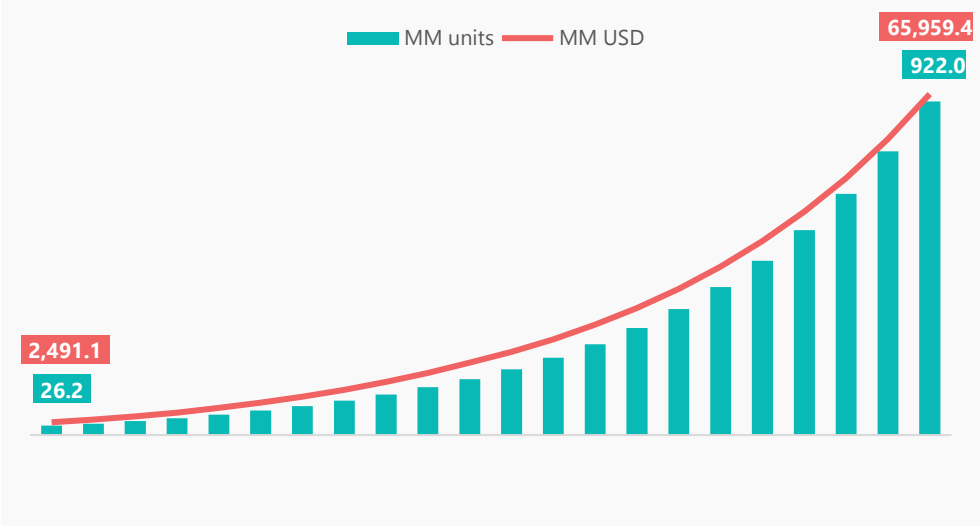
The market is characterized by the predominance of adult patients accounting for **38%**. This segment is expected to increase **6.3 times** by 2034.

Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring Systems. Western Europe. Trends and Projections

Trends

- Western European countries have strict requirements for medical devices and CGM systems in particular. The European Medicines Agency (EMA) monitors the use of medicines and medical equipment and compliance with the established requirements for quality, safety and efficacy.
- CGM manufacturers are constantly developing and implementing new solutions and technologies in conjunction with government organizations and healthcare providers. The focus on innovation is a strong driver for the market development.
- Several new systems have recently been authorized by regulatory organizations. This expands the range of options available to consumers and also intensifies competition among the products.

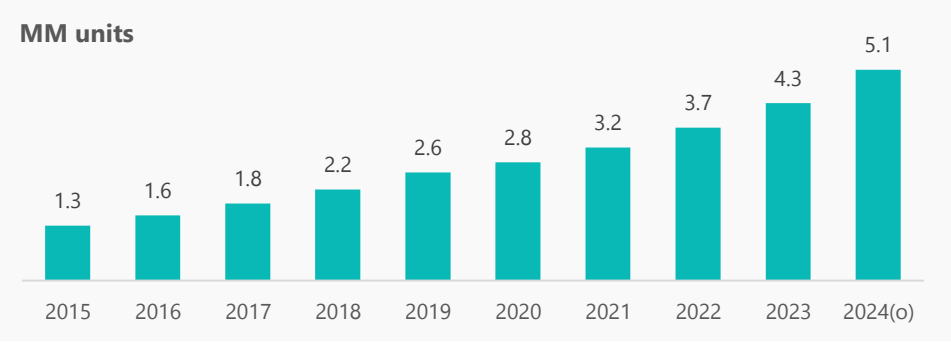


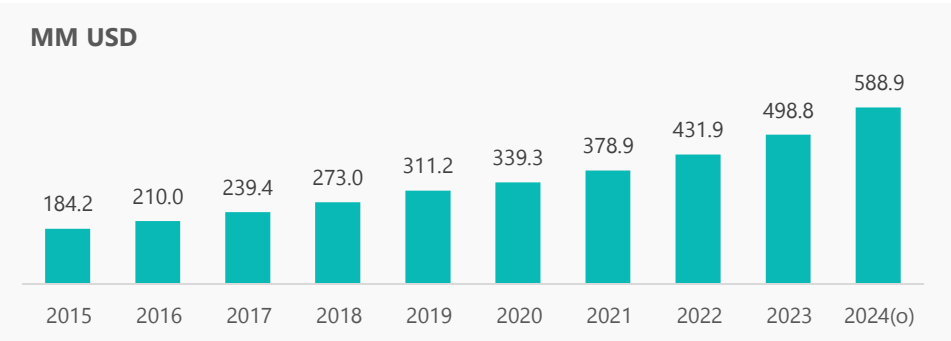
MegaResearch analysts estimate that the Western Europe CGM systems market will grow **by 18% annually** to increase **35 times** in volume and **26 times** in value by 2045.

Source: Data from international research agencies, MegaResearch estimation

2. Market Segmentation for Continuous Glucose Monitoring Systems. Eastern Europe

Eastern Europe





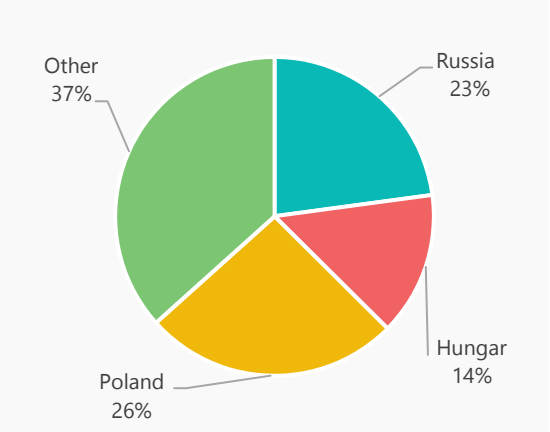
Source: Data from international research agencies

The Eastern Europe CGM market grew at an average **annual rate of 13%** between 2015 and 2023, growing **3.3 times** in volume and **2.7 times** in value by 2023.

In 2024, the market is expected to continue growing to increase by **18.9%** in volume and **18%** in value compared to the 2023 figures.

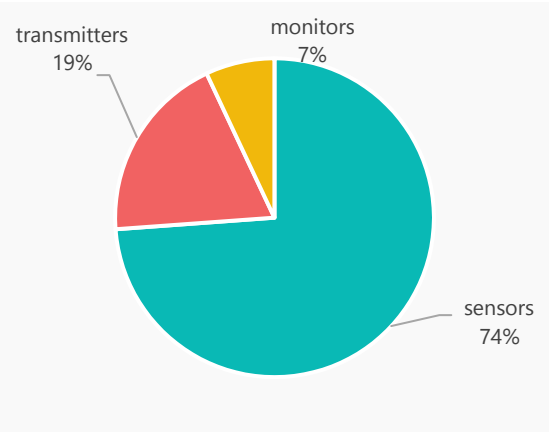
2. Market Segmentation for Continuous Glucose Monitoring Systems. Eastern Europe

Structure by country



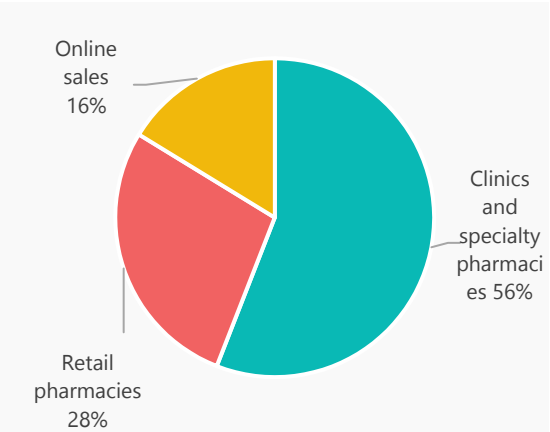
Country	2023, in million USD	2034, in million USD
Russia	114.02	1234.31
Hungary	72.74	971.72
Poland	129.28	1,092.18
Other	182.79	282.93

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	368.32	2,536.73
transmitters	95.59	739.73
monitors	34.91	304.69

Structure by sales channel

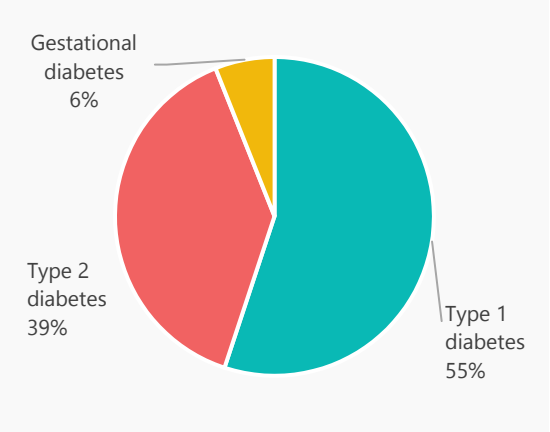


Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	279.28	1,911.67
Retail pharmacies	138.88	967.81
Online sales	81.17	701.66

Source: Data from international research agencies

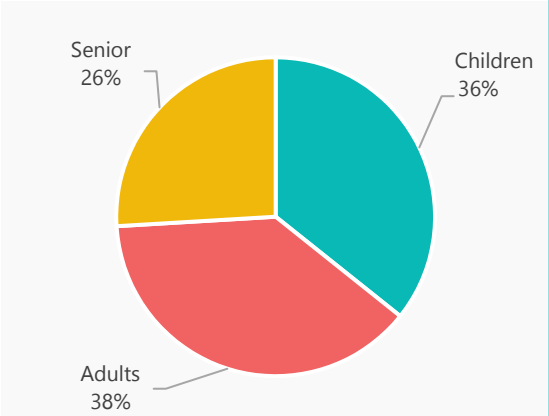
2. Market Segmentation for Continuous Glucose Monitoring Systems. Eastern Europe

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	274.76	1,892.69
Type 2 diabetes	193.99	1,538.90
Gestational diabetes	30.09	149.56

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	178.19	1,484.23
Adults	191.21	1,294.20
Senior	129.43	802.71

Summary

- Eastern Europe is dominated by sensors: their share in total consumption is **74%**. The segment is expected to grow at an average annual rate of **19.3%** over the coming years.
- The segment of consumers with **type 1** diabetes accounts for **55%**. This segment is expected to increase **6.9 times** by 2034.
- The market is characterized by a predominant adult patient group accounting for **38%**. This segment is expected to grow **6.8 times** by 2034.
- Clinics and specialty pharmacies are the main sales channel with a **56%** share. The segment will grow **6.8 times** by 2034.
- Poland remains the largest consumer of CGM with a **26%** share. The annual consumption growth rate is expected to be **21.3%**, which will lead to a **10.8-fold** market growth by 2034.

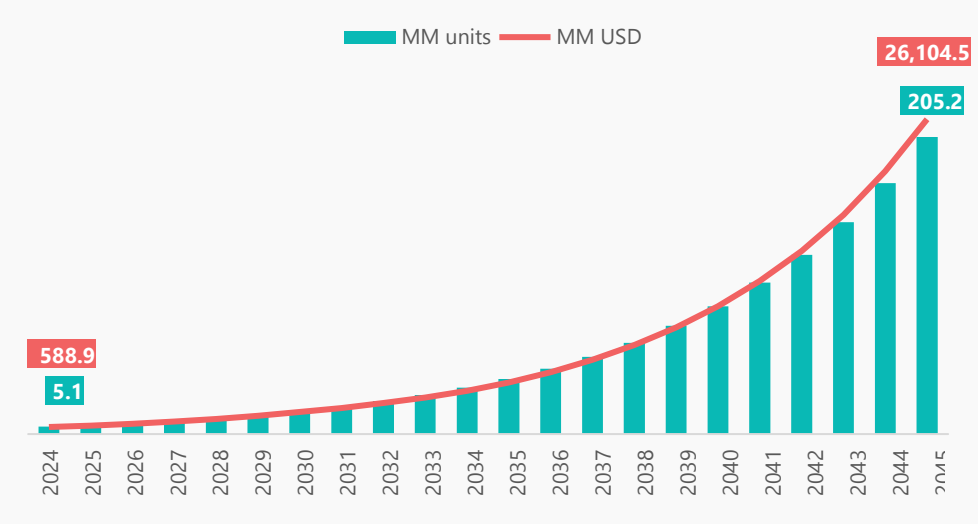
Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring Systems. Eastern Europe. Trends and Projections

Trends

- Similar to Western Europe, Eastern European countries have strict requirements for medical products, including CGM systems.
- Growing incidence of diabetes in the society as well as increasing awareness among the population about the ways to control blood glucose levels is one of the strongest drivers for the market growth.
- Factors restraining the market growth include high cost of these systems, and limited access to modern healthcare infrastructure in some areas.
- Government policies aimed at reimbursing patients will help offset the high cost of equipment and promote the adoption of CGM systems in the regional market.

Projections

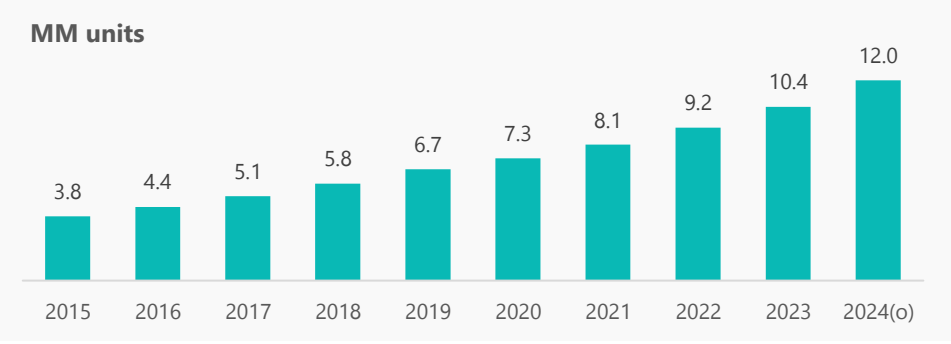


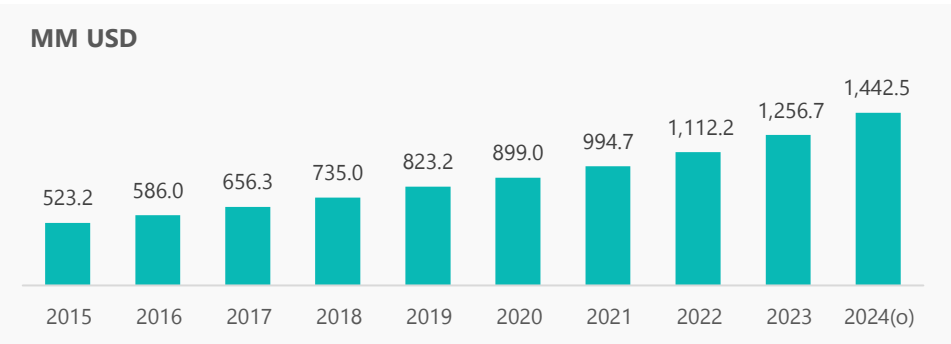
According to MegaResearch analysts, by 2045 the Eastern Europe CGM systems market will increase **40 times** in volume and **44 times** in value. The annual growth rate will amount to **18-20%**.

Source: Data from international research agencies, MegaResearch estimation

2. Market Segmentation for Continuous Glucose Monitoring Systems. East Asia

East Asia





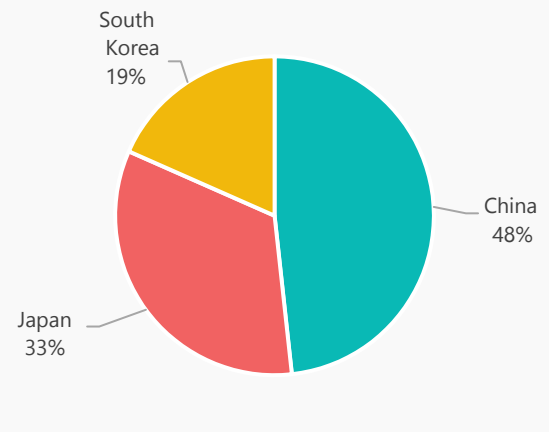
Source: Data from international research agencies

The market for continuous glucose monitoring systems in East Asia grew **3.2 times** in volume terms and **2.8 times** in value terms from 2015 to 2023.

In 2024, the market is expected to grow by **11.5%** in volume terms and by **14.8%** in value terms compared to 2023.

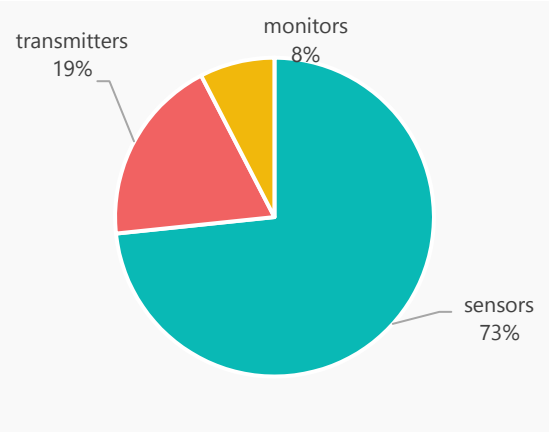
2. Market Segmentation for Continuous Glucose Monitoring Systems. East Asia

Structure by country



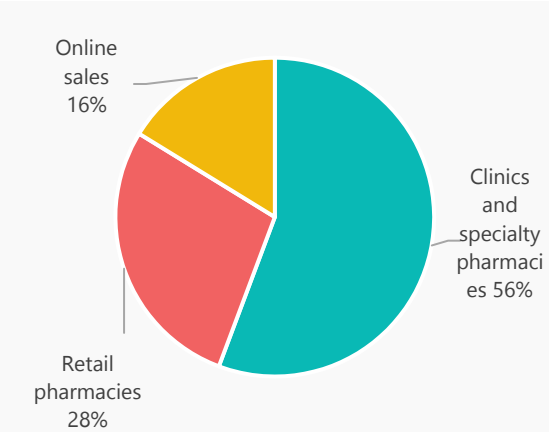
Country	2023, in million USD	2034, in million USD
China	606.59	3,712.53
Japan	419.09	982.81
South Korea	230.99	1,281.95

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	921.83	4,223.55
transmitters	239.24	1,227.18
monitors	95.6	526.56

Structure by sales channel

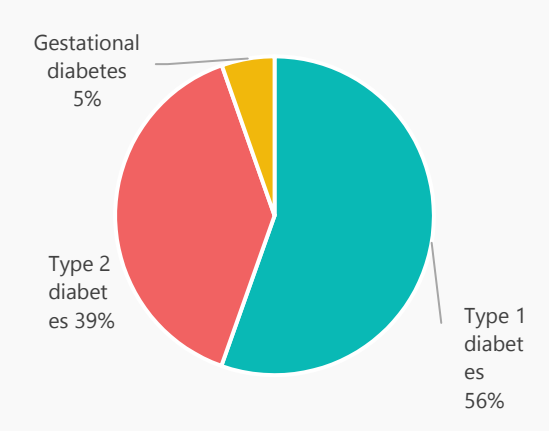


Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	700,21	3,186.83
Retail pharmacies	352,43	1,628.30
Online sales	204,04	1,162.17

Source: Data from international research agencies

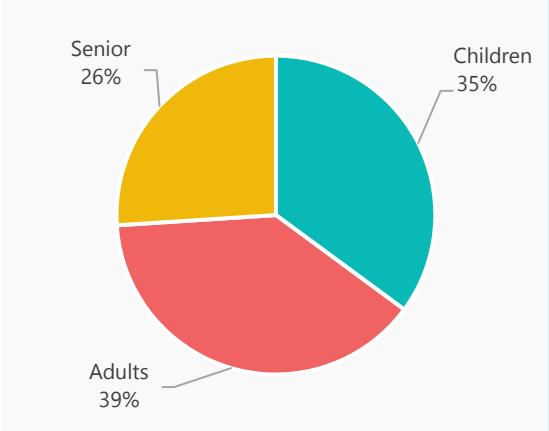
2. Market Segmentation for Continuous Glucose Monitoring Systems. East Asia

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	696.41	3,219.69
Type 2 diabetes	492.83	2,511.32
Gestational diabetes	67.43	246.29

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	441.1	2,372.1
Adults	488.43	2,223.3
Senior	327.14	1,381.8

Summary

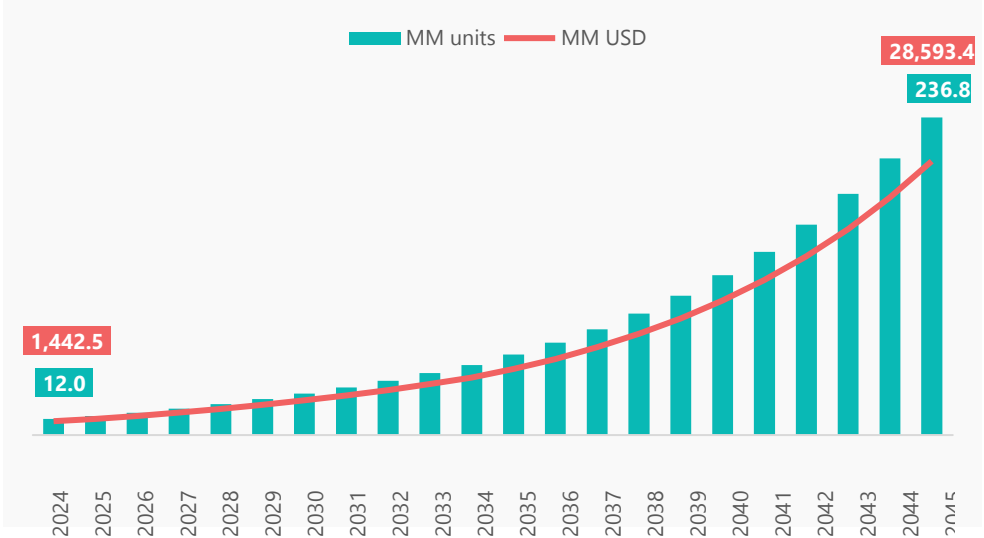
- In East Asia, sensors account for 73% of total consumption. The segment is expected to grow at an average annual rate of **14.8%** during the forecast period.
- The segment of consumers with **type 1** diabetes accounts for **56%**. This segment is expected to grow by **14.9%** annually (**4.6-fold** increase by 2034).
- The market is characterized by the predominance of the adult patients group accounting for **39%**. By 2034, this segment will increase **by 4.5 times**.
- Clinics and specialty pharmacies are the main sales channel with a **56%** share. The average annual growth is forecast at **14.4%**.
- China is the region's largest consumer with a **48%** share. The Chinese market is forecast to grow **6.2 times** in 10 years.

Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring Systems. East Asia. Trends and Projections

Trends

- The growing number of diabetic patients in East Asia is the main driver of the market. According to experts, one of the reasons for the increasing incidence of the disease is heredity.
- The CGM systems market in East Asia is marked by high competition. Both foreign and domestic manufacturers are present in the region seeking to consolidate their position. While companies that have been in the market for a long time are touting their extensive experience in the region as a competitive advantage, new players are trying to attract consumers with new technologies and solutions.
- China offers a much lower cost of manufacturing CGM systems, which is attracting new players to the market for the purpose of locating manufacturing facilities, among other reasons.
- China is leading the region due to the increasing incidences of diabetes attributed to rising obesity problem.



MegaResearch analysts estimate that by 2045, the East Asia CGM systems market will grow **by 15%** annually to increase **20-fold** in volume and value terms.

*Source: Data from international research agencies, **MegaResearch estimation***

2. Market Segmentation for Continuous Glucose Monitoring Systems. South Asia and Oceania

South Asia and Oceania

Source: Data from international research agencies

In 2015-2023, the market in South Asia and Oceania* grew steadily at an average annual rate of **12.1%** to reach **9.8 million** devices by 2023, equivalent to **USD 873 million**.

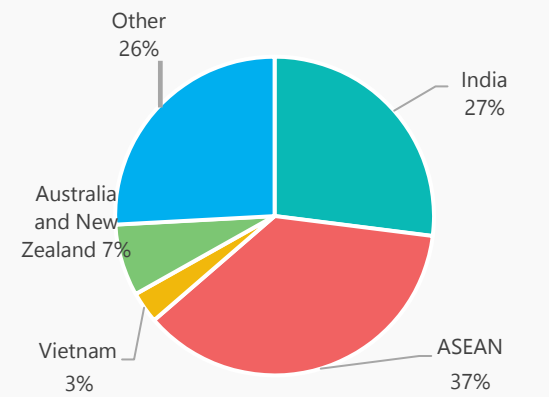
Compared to 2015, the market volume increased **2.8 times** in volume and value terms.

By the end of 2024, the market is expected to grow by **17.3%** in volume and 16% in value terms compared to 2023.

**Vietnam included. Vietnam will be discussed further*

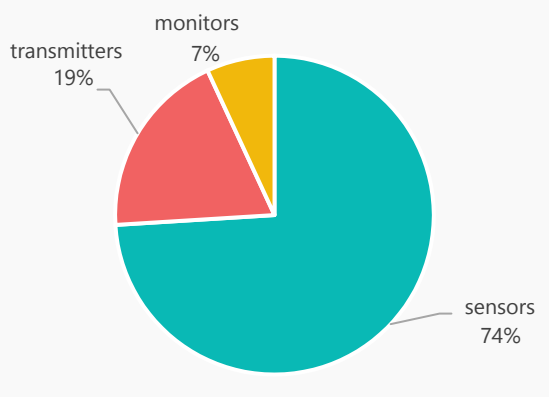
2. Market Segmentation for Continuous Glucose Monitoring Systems. South Asia and Oceania

Structure by country



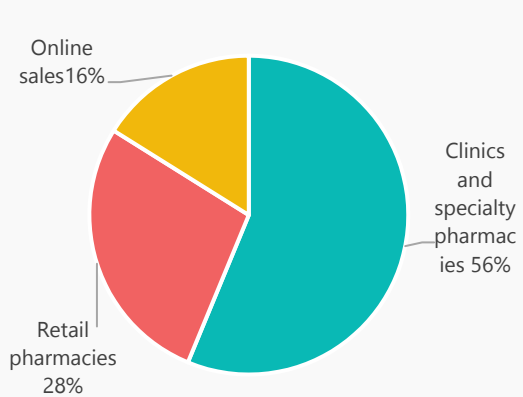
Country	2023, in million USD	2034, in million USD
India	235.71	1,363.88
ASEAN	319.94	1,666.41
Vietnam	27.93	132.42
Australia and New Zealand	63.61	254.83
Other	225.76	972.17

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	646.12	3,142.04
transmitters	166.55	889.25
monitors	60.29	358.41

Structure by sales channel

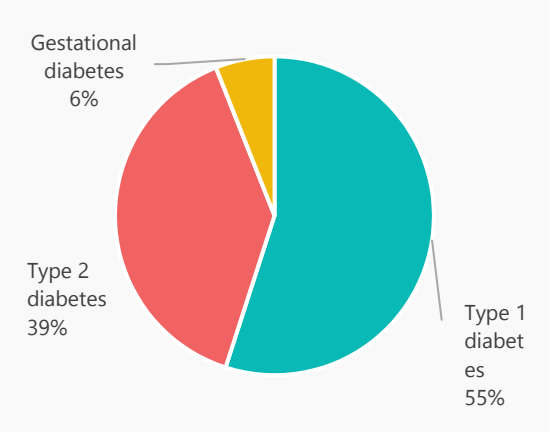


Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	490.95	2,385.99
Retail pharmacies	241.41	1,176.94
Online sales	140.59	826.78

Source: Data from international research agencies

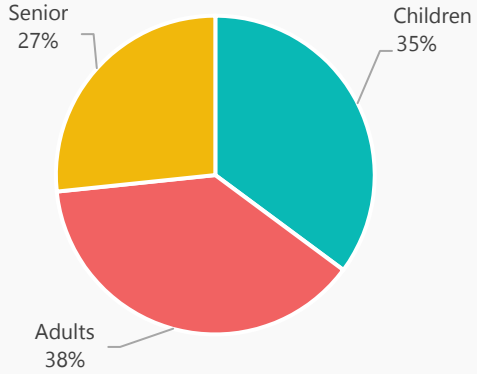
2. Market Segmentation for Continuous Glucose Monitoring Systems. South Asia and Oceania

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	479.83	2,353.54
Type 2 diabetes	340.81	1,843.29
Gestational diabetes	52.31	176.51

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	306.96	1,732.56
Adults	333.73	1,603.07
Senior	232.76	1,054.07

Summary

- In South Asia and Oceania, the share of sensors in the total market volume amounts to **74%**. The segment is expected to grow at an average annual growth rate of **15.4%** (a **4.9-fold** increase).
- The segment of consumers with **type 1** diabetes accounts for **55%**. This segment is expected to grow **4.9 times** by 2034.
- The adult patients segment accounts for **38%** of the market and is expected to grow **4.8 times** by 2034.
- Clinics and specialty pharmacies are the main sales channel with a **56%** share. The average annual growth rate in this segment is forecast at **15%**.
- The share of the largest regional market represented by India accounts for **27%** of total consumption. Over the forecast period, consumption in India is expected to grow **by 17.2%** annually and increase **5.8-fold** over the next 10 years.

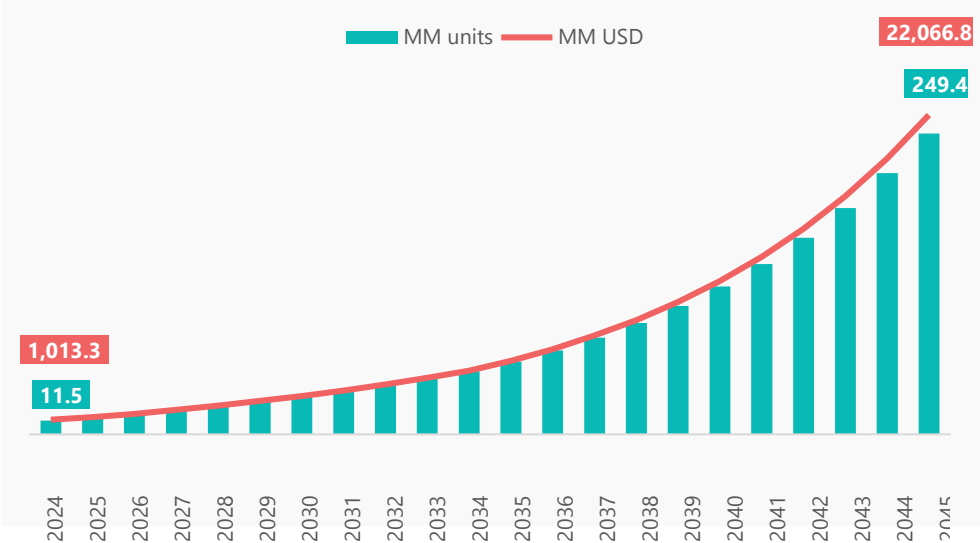
Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring Systems. South Asia and Oceania. Trends and Projections

Trends

- The market is characterized by difficulties in implementing unified requirements for certification of pharmaceutical products and medical devices due to large differences in legislation and procedures in the countries of the region.
- In order to successfully develop and implement innovations in the region, it is important for manufacturing companies to take into account local peculiarities and specific requirements of the healthcare system.
- The market of South Asia and Oceania is characterized by high development potential in the segment of high-tech solutions for healthcare. However, due to constraining factors, a considerable part of this potential has not been fulfilled yet.
- The main and most serious factor restraining the development of the CGM systems market is the lack of access of a considerable part of the population to healthcare infrastructure, medical care and high-tech solutions.

Projections

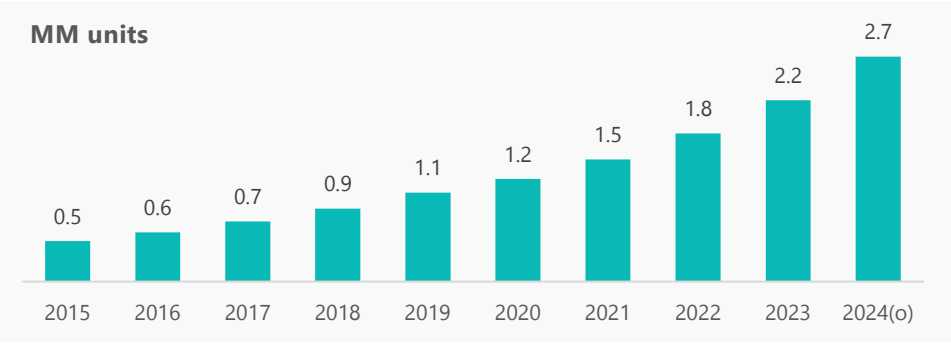


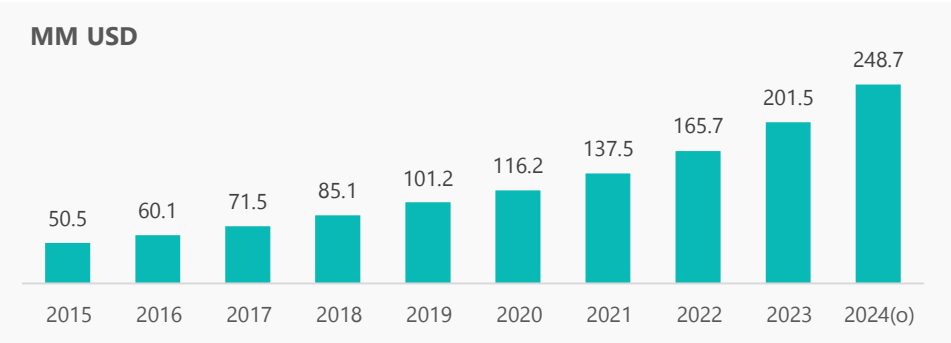
MegaResearch analysts estimate that by 2045 the market of CGM systems in South Asia and Oceania will grow **22 times** in volume and value terms. The annual growth rate will amount to **15-16%**.

Source: Data from international research agencies, MegaResearch estimation

2. Market Segmentation for Continuous Glucose Monitoring Systems. Middle East and Africa

Middle East and Africa





Source: Data from international research agencies

The Middle East and Africa* market grew **4.4 times** in volume terms between 2015 and 2023.

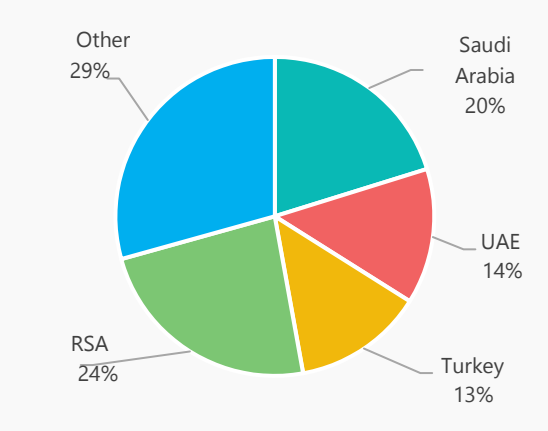
In value terms, the market grew **4** times over the analyzed period.

In 2024, the market is expected to continue growing to increase by **22.7%** in volume terms and by **23.4%** in value terms.

** UAE included. UAE will be discussed further*

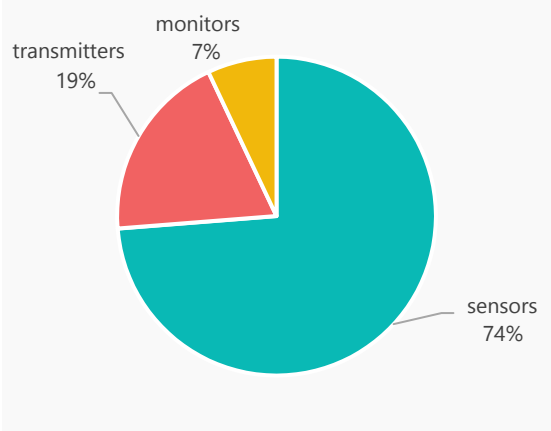
2. Market Segmentation for Continuous Glucose Monitoring Systems. Middle East and Africa

Structure by country



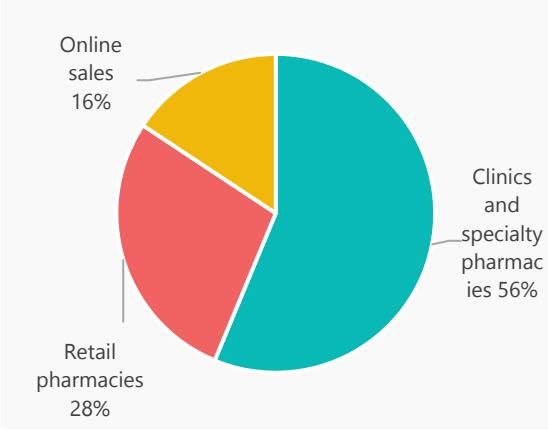
Country	2023, In million USD	2034, in million USD
Saudi Arabia	40.68	438.54
UAE	27.68	308.13
Turkey	26.63	360.94
RSA	47.40	417.49
Other	59.05	248.17

Structure by product



Product	2023, in million USD	2034, in million USD
sensors	148.55	1,247.02
transmitters	38.75	369.35
monitors	14.15	157.00

Structure by sales channel

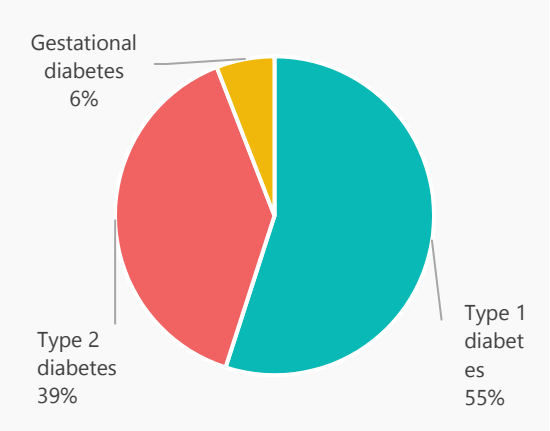


Sales channel	2023, in million USD	2034, in million USD
Clinics and specialty pharmacies	113.33	954.41
Retail pharmacies	56.50	477.56
Online sales	31.61	341.39

Source: Data from international research agencies

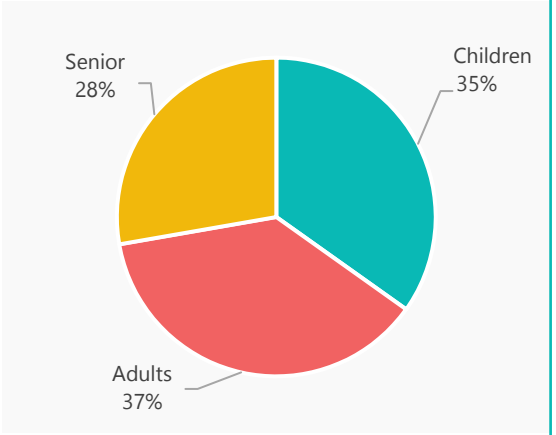
2. Market Segmentation for Continuous Glucose Monitoring Systems. Middle East and Africa

Structure by intended use



Intended use	2023, in million USD	2034, in million USD
Type 1 diabetes	110.73	938.15
Type 2 diabetes	78.84	767.10
Gestational diabetes	11.89	68.12

Structure by age



Age group	2023, in million USD	2034, in million USD
Children	70.18	715.01
Adults	75.39	628.98
Senior	55.89	429.37

Summary

- Similar to other regional markets, sensors account for **74%** of the total volume in the Middle East and Africa. The segment is expected to grow at an average annual rate of **21.1%** over the forecast period.
- The segment of consumers with **type 1** diabetes amounts to **55%**. This segment is expected to grow by **21.2%** annually (**8.5-fold** increase by 2034).
- The adult patient segment accounts for **37%** of the market and is expected to grow by **21.1%** annually over the following periods (**8.3-fold** increase by 2034).
- Clinics and specialty pharmacies are the main sales channel with a **56%** share. The average annual growth in this segment is forecast at **20.6%** (**8.4-fold** growth by 2034).
- The share of RSA as the largest regional market reached **24%** in 2023. Consumption in the Republic of South Africa is expected to grow **by 21.4%** annually over the forecast period and is expected to grow 10.8 times by 2034.

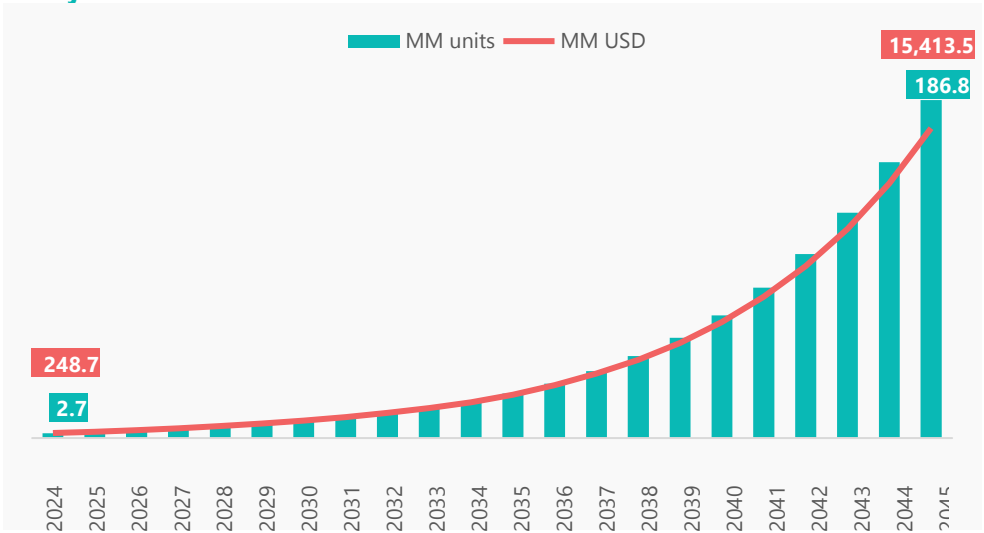
Source: Data from international research agencies

2. Market Segmentation for Continuous Glucose Monitoring Systems. Middle East and Africa. Trends and Projections

Trends

- One of the growth drivers is the focus of the leading players on expanding their presence in the growing markets of the region's countries.
- The market growth is also fueled by the measures taken by the government authorities to increase accessibility of healthcare services for the low-income population.
- The region is characterized by the growing number of new hospitals and clinics that collaborate with the leading players in the CGM systems market of the region.
- One of the market trends in recent years has been an increase in the number of new players and, as a result, increased competition in the region.

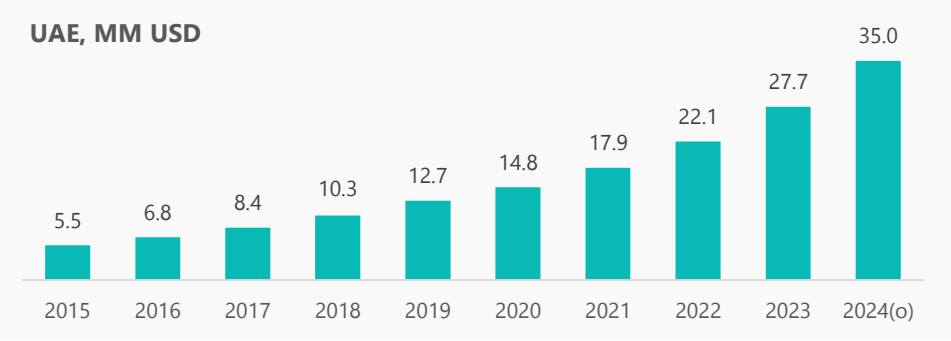
Projections

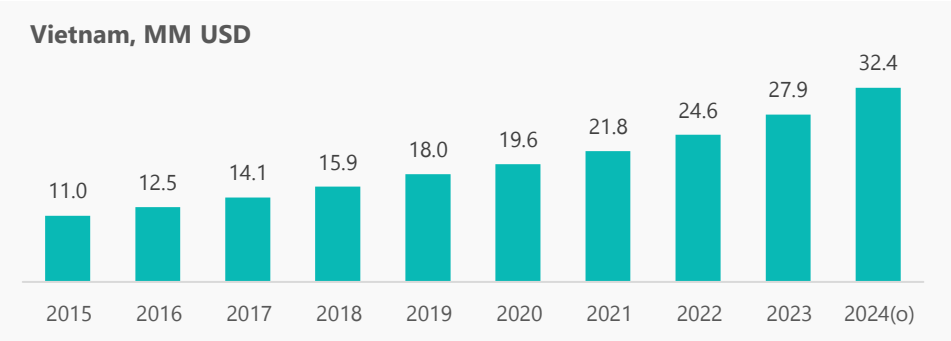


According to MegaResearch analysts, by 2045, the Middle East and Africa CGM systems market will show the highest growth rate of all the regional markets amounting to **22% per year**. Thus, by 2045, the market will grow **69 times** in volume terms and **62 times** in value terms.

*Source: Data from international research agencies, **MegaResearch estimation***

2. Market Segmentation for Continuous Glucose Monitoring Systems. UAE and Vietnam





Source: Data from international research agencies

The UAE market has grown **5 times** over 2015-2023, following the trend of the Middle East region. At the end of 2024, it is expected to grow **by 26.4%** as compared to 2023.

In Vietnam, the market for continuous glucose monitoring systems grew **2.5 times** between 2015 and 2023. In 2024, the consumption of CGM systems is estimated to grow by **16%** compared to 2023.

2. Market Segmentation for Continuous Glucose Monitoring Systems. UAE and Vietnam

UAE

Equipment type	2023, in million USD	2034, in million USD	Change, %
Sensors	20.50	216.51	956.1%
Transmitters	5.07	61.20	1,107.1%
Monitors	2.10	30.42	1,348.6%

Intended use	2023, in million USD	2034, in million USD	Change, %
Type 1 diabetes	14.95	160.29	972.2%
Type 2 diabetes	10.99	135.17	1,129.9%
Gestational diabetes	1.74	12.67	628.2%

Sales channel	2023, in million USD	2034, in million USD	Change, %
Clinics and specialty pharmacies	15.7	166.52	960.6%
Retail pharmacies	7.78	83.11	968.3%
Online sales	4.21	58.5	1.289.5%

Age group	2023, in million USD	2034, in million USD	Change, %
Children	9.72	126.45	1,200.9%
Adults	10.33	108.65	951.8%
Senior	7.64	73.03	855.9%

2. Market Segmentation for Continuous Glucose Monitoring Systems. UAE and Vietnam

Vietnam

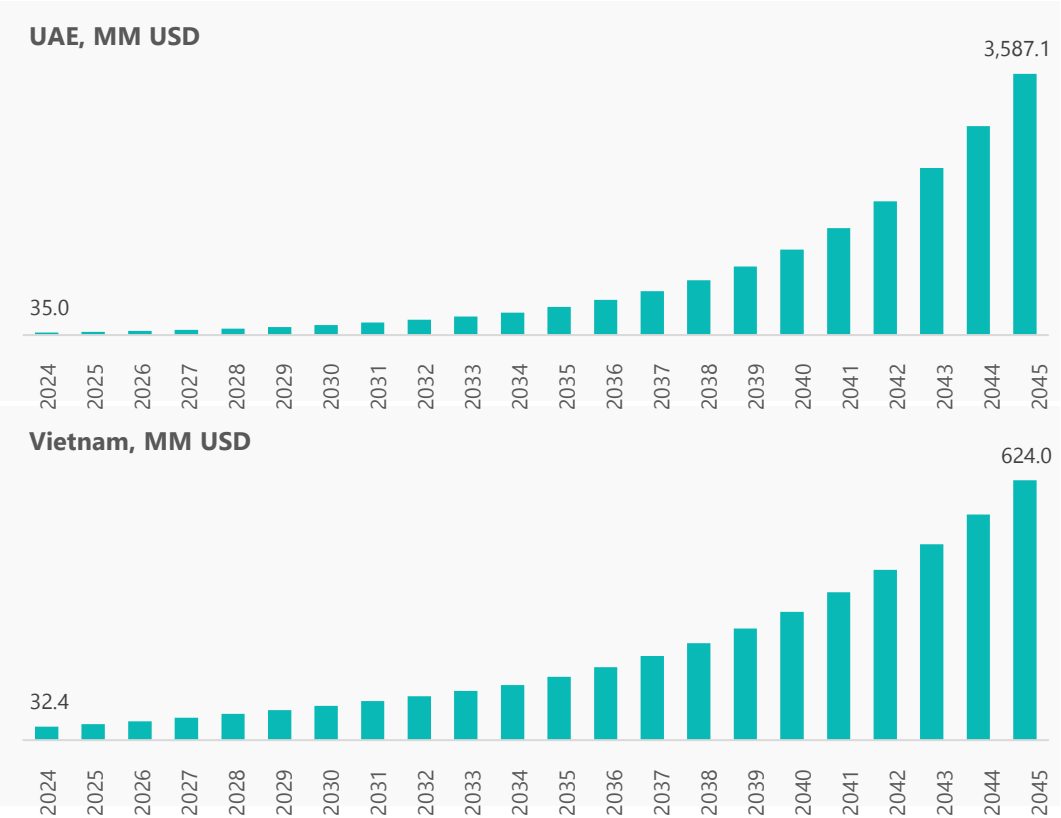
Equipment type	2023, in million USD	2034, in million USD	Change, %
Sensors	20.48	93.65	357.3%
Transmitters	5.17	26.05	403.9%
Monitors	2.29	12.72	455.5%

Intended use	2023, in million USD	2034, in million USD	Change, %
Type 1 diabetes	15.08	70.28	366.0%
Type 2 diabetes	10.75	54.73	409.1%
Gestational diabetes	2.10	7.41	252.9%

Sales channel	2023, in million USD	2034, in million USD	Change, %
Clinics and specialty pharmacies	15.7	72.49	361.7%
Retail pharmacies	7.99	36.76	360.1%
Online sales	4.24	23.17	446.5%

Age group	2023, in million USD	2034, in million USD	Change, %
Children	9.72	51.22	427.0%
Adults	10.78	49.05	355.0%
Senior	7.43	32.16	332.8%

2. Market Segmentation for Continuous Glucose Monitoring Systems. UAE and Vietnam



The UAE market is expected to grow at one of the highest annual growth rates of **25%**. Sales of CGM systems will grow from USD 35 million to USD 3,587.1 million by 2045. This substantial growth will be supported by the key trends that are representative of the entire Middle East region.

The Vietnam CGM systems market will increase **20-fold** during the forecast period.

3. Competitive Analysis of the Continuous Glucose Monitoring Market

Company	Revenue, 2023 in million USD	Net profit, 2023 in million USD	Gross profit margin, %	Product share in revenue, %	Product	Growth strategy
Abbot Laboratories	40,109.0	5,723	55.18	~13.2%	FreeStyle Libre	Launching new products, cooperation with leading healthcare providers
Medtronic	31,227.0	3,756.6	65.7	~4.8%	Guardian Sensor 3 Guardian Connect System	Launching new products
Dexcom	3,622.3	541.5	63.2	~70.2%	Dexcom G6 Dexcom G7	Launching new products
Sinocare Inc. Hunan, China	25.7	N/A	N/A	~45.2%	iCan CGM	Launching new products
Senseonics	22.4	-60.4	13.8	~100.0%	Eversense E3 Transmitter Eversense 6-Month Sensor EVERSENSE E3	Collaboration with leading healthcare providers, research efforts
A. Menarini Diagnostics	19.1	N/A	N/A	~13.3%	GlucoMen Day CGM	Launching new products
SIBIONICS	15.5	N/A	N/A	~100.0%	SIBIONICS GS1	Participation in exhibitions and conferences
Medtrum Technologies	6.7	N/A	N/A	~59.1%	TouchCare Slim 14 CGM TouchCare Nano CGM	Participation in exhibitions and conferences

3. Competitive Analysis of the Continuous Glucose Monitoring Market

Company	Brief description	Key events	Strengths
Abbot Laboratories Illinois, USA	A global manufacturer of pharmaceutical products (both original brands and generics), medical and diagnostic equipment, and food supplements. The company has offices in 88 countries, with products sold in 150 countries, including the EU, China and others.	In March 2023, the company received FDA approval to integrate sensors for the FreeStyle Libre 2 and FreeStyle Libre 3 systems with automated insulin delivery systems. In June 2023, in collaboration with the American Diabetes Association (ADA), the company introduced a therapeutic diet program that is tailored to incorporate continuous glucose monitoring technology.	• Solid product portfolio in the segments of pharmaceutical products, and medical equipment and devices. • Stable growth of performance indicators allows the company to invest in further development.
Medtronic Dublin, Ireland	The company's main activity is the production of medical equipment in the following areas: cardiac surgery, minimally invasive surgery, aftercare and diabetes. The company operates in 150 countries. The total number of employees exceeds 90,000.	In May 2023, the company acquired EOFlow Co. Ltd. which manufactures EOPatch disposable insulin delivery devices. In September 2023, it received the CE mark for its Simplera continuous glucose monitoring system in the EU. In January 2024, the company received the CE mark for the MiniMed 780G system in the EU.	• Diversified product portfolio. • Strong position in the global market, representation in regional markets. • Consolidating the status of a leader in innovative technologies. • High quality and reliability of devices.
Dexcom Mainz, Germany	One of the world's first manufacturers of CGM systems since 1999. For more than 25 years, the company has maintained its status as a leading developer of innovative products and technologies for people with diabetes worldwide.	In June 2023, the company was the first to develop the technology for compatibility of the Dexcom G6 Real-Time Continuous Glucose Monitoring System (rt-CGM system) device with the Omnipod 5 AID System automatic insulin delivery system. In March 2024, it obtained FDA approval for the Stelo biosensor, which does not require a prescription to purchase.	• Long-standing status as a developer of cutting-edge technologies. • Strong brand name in the market. • High quality products with the most accurate monitoring performance.

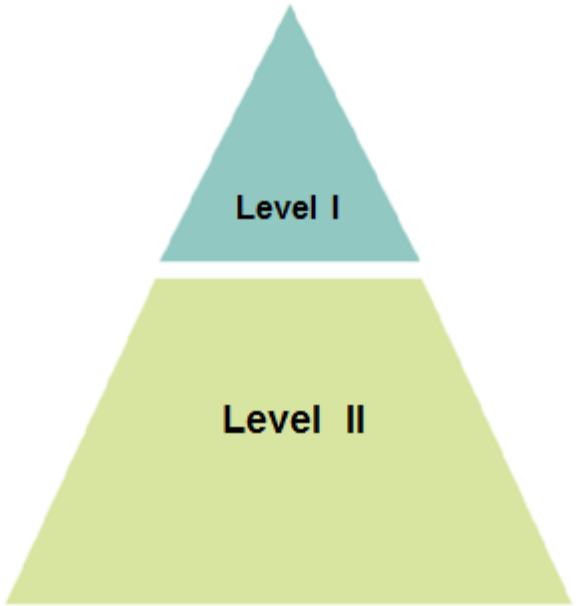
3. Competitive Analysis of the Continuous Glucose Monitoring Market

Company	Brief description	Key events	Strengths
Sinocare Inc. China	One of the world's leading manufacturers of blood glucose monitoring systems. The company manufactures glucose meters, test strips, lancets and other equipment, consumables, as well as continuous glucose monitoring systems that allow real-time monitoring of glucose levels.		• Strong position in the international market. • Impressive consumer base of more than 2.5 billion users worldwide.
Senseonics Maryland, USA	The company develops innovative glucose monitoring systems using fluorescent sensor technology. This technology provides the most accurate readings and a long service life of the devices.	In October 2023, the company launched a new advertising campaign for the Eversense E3 CGM System in the USA. In April 2024, the company received the Eversense system designation (marking). In May 2024, in collaboration with Mercy, a leading healthcare provider in St. Louis, the company introduced a glucose control program to diabetic patients.	• Application of cutting-edge technologies, a high-tech company status, the industry leader in the field of technology.
A. Menarini Diagnostics Florence, Italy	The company is a diagnostics division of the Menarini Group, the world leader in the pharmaceutical and medical industries. The company produces a wide range of diagnostic tests, devices, reagents for clinical laboratories, test devices and materials for first aid and self-monitoring. The main areas of focus are cardiology, endocrinology, infectious diseases, oncology and others.		A strong position in the regional markets of the EU and the USA.

3. Competitive Analysis of the Continuous Glucose Monitoring Market

Company	Brief description	Key events	Strengths
SIBIONICS Guangdong, China	The company was founded in 2015. Since then, more than 1 million patients worldwide have become users of glucose monitoring systems. The company's mission is to continuously improve the production technology for glucose monitoring systems.	In 2023, the SIBIONICSGS1 system was certified by the regulatory agency for medical devices in Europe.	• A lot of attention is paid to research efforts and implementation of implantable CGM systems.
Medtrum Technologies, Inc	A high-tech company whose mission is to simplify glucose control and improve the quality of life for diabetic patients through innovative medical devices. The company's product portfolio includes a wide range of devices for different needs of diabetic patients: technologically advanced insulin pumps, CGM systems and other necessary devices and consumables.		• A strong competitive edge due to a wide range of products

3. Competitive Analysis of the Continuous Glucose Monitoring Market



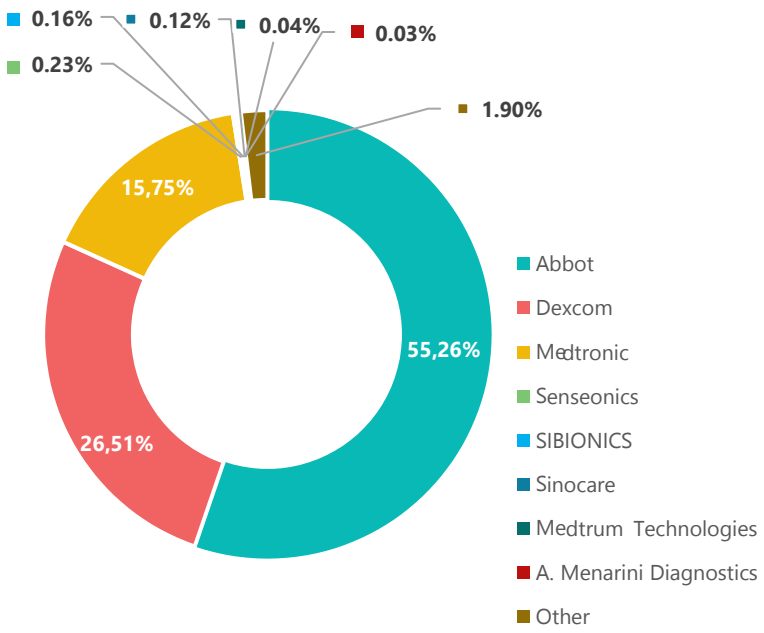
Based on the types of players, the market can be divided into two levels:

- Level 1 - Leading players. The largest and most influential companies are Abbott, Dexcom, and Medtronic. Their combined revenue from CGM systems sales is estimated to be **USD 9,353.7 million** in 2023. Abbott, Dexcom, and Medtronic are popular due to their constant introduction of new technologies, continuous improvement of products for better glucose monitoring results. Abbott's FreeStyle Libre, Dexcom G6, and Medtronic's Guardian Connect and Guardian Sensor systems have established certain quality criteria for a variety of parameters: reliability of technology, ease of use, accuracy of readings, and real-time monitoring.

- Level 2 - Minor players. Other companies have a combined share of **2.5%** of the global market. Despite their small share, these companies make a significant contribution to the development of the global industry by fostering development and innovation, supporting competition and supply diversity. These companies earned around **USD 239.3 million** in 2023. Such companies as Senseonics, SIBIONICS, Sinocare Inc., Medtrum Technologies, Inc., A. Menarini Diagnostics, and other players that have been present in the market for a short period of time (as compared to the leaders) are adding new solutions to the industry that are more effective for patients. Senseonics, for example, is known worldwide for its product, an implantable monitoring system that is implanted in the patient's body for a long period of time. SIBIONICS focuses on improving the accuracy of readings and user experience features.

3. Competitive Analysis of the Continuous Glucose Monitoring Market

Analyzing the Market Shares of Leading Companies



The three leaders - **Abbott, Dexcom** and **Medtronic** - occupy **97.5%** of the global market. The status of high-tech companies, broad representation in regional markets and a wide range of products are the main factors that contribute to maintaining the companies' strong positions.

Senseonics. Despite its small share, the company is consolidating its position thanks to the new technologies used in the production of goods. Innovativeness is the main driver of the company's growth.

SIBIONICS. Similar to Senseonics, SIBIONICS compensates for its small share by contributing to the development of innovative technologies.

Other. Other players have a combined share of **1.9%**. Being minor in terms of their global market share, they represent a wide variety of small-scale players who are seeking to prove themselves and contribute to the development of the industry. Moreover, the current development of the industry is facilitating the emergence of new players who are present in the market as potential participants introducing not a finished product, but only its prototypes.

4. Market Opportunities and Development Trends. Drivers and Barriers

Drivers

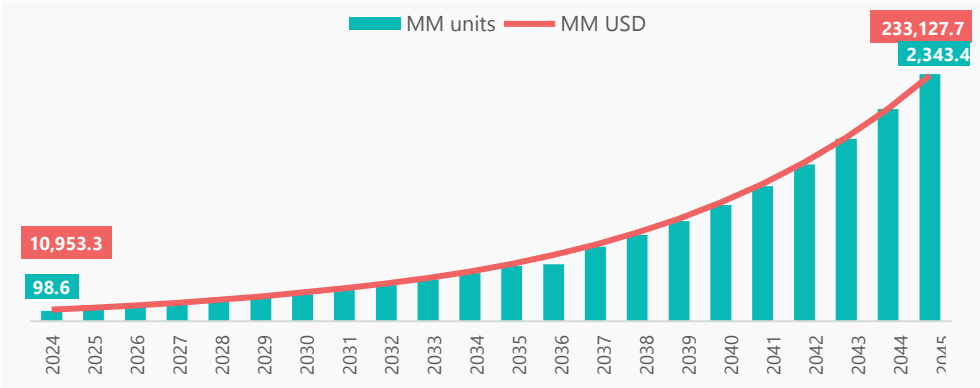
- **Increasing incidence of diabetes in the world**. A major factor that directly affects the growth in consumption of CGM systems. By 2045, the number of people affected is expected to exceed 700 million.
- **Increasing awareness of diabetes**. Growing awareness of the importance of timely diabetes detection encourages the decision in favor of finding effective monitoring solutions and consequently, contributes to increasing demand for CGM systems.
- **Development and implementation of innovations**. Increasing efficiency and safety of the device are also the factors contributing to the rise in its popularity.
- **Growing demand for minimally invasive glucose monitoring methods** as a result of the previous factor.
- **The trend for healthy lifestyle and improved quality of life**. Real-time glucose monitoring improves the quality of life by reducing the risk of premature development of serious disease complications.
- **Strategic collaboration in order to develop a new product or improve an existing one**. Manufacturers of the systems, in conjunction with clinics and subject-matter experts, have the opportunity to develop a product with good user experience features, which will also boost the demand and, consequently, sales.

Barriers

- **High-tech production and technical expertise**. The production of systems requires high technology and state-of-the-art equipment, as well as trained personnel in various areas of production. In addition, large investments in production development are required. This hinders the development of the small competitor companies segment and, as a result, limits the supply in the market.
- **High cost of the product**. High production costs result in high prices for the finished product, which for a large number of patients becomes a reason to look for other glucose control options.
- **Availability of alternative control methods**. The availability of cheaper control methods in quick and easy access puts considerable pressure on the decision-making process in favor of CGM systems.
- **Lack of access to health services**. A large portion of the population, especially in developing countries, has no access to health care and technology, which prevents the market from utilizing its potential 100%.
- **Highly competitive environment with a group of leaders**. The peculiarity of the market is the presence of several competitors who cover 97% of consumption. The leading players set their own rules and determine prices, which is difficult for a small or new player to compete with.
- **Complicated procedure** of certification and obtaining permission to use products.

4. Market Opportunities and Development Trends. Development Forecast

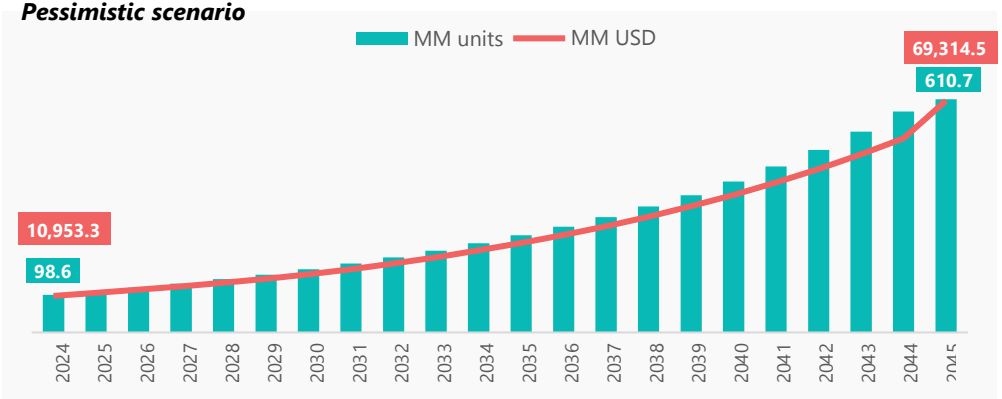
Baseline scenario



If the baseline scenario is implemented, by 2045 the global market of CGM systems will grow **23.8 times** in volume and **21.3 times** in value.

Under favorable conditions, the supply of continuous monitoring systems will increase to **11.5%** of the total number of patients with diabetes mellitus in the world.

Pessimistic scenario



Under the pessimistic scenario, the market for continuous glucose monitoring systems will grow **6.2 times** in terms of volume and **6.3 times** in terms of value by 2045.

Under the pessimistic scenario, the supply of patients diagnosed with diabetes will be **3%**.

4. Market Opportunities and Development Trends. Final Conclusions on the Market Entry Potential of the Customer's Company

The market of continuous glucose monitoring systems has a high growth potential, which is recognized both by the main market players, i.e. manufacturers, and consumers representing the healthcare system. At the same time, the market experts point out the fact that a considerable part of this potential remains untapped due to inaccessibility of technologies and equipment in certain segments of the market.

According to the market experts, a new player will be successful in the market if a number of conditions are met:

1. Compliance with the main technical specifications of the products by the market leaders.
2. Offering an innovation that is not available in the products of the market leaders.
3. Cooperation with leading healthcare institutions in the target regions: certification organizations, consulting centers, clinics, research institutes.
4. Collaboration with the leading market players in the field of scientific and technological developments to expand their market influence and consolidate their own position as a brand.

4. Market Opportunities and Development Trends. Research Conclusions

1. The continuous glucose monitoring systems market is estimated to reach **98.6 million** devices in 2024, which is equivalent to **USD 10,953 million**.
2. At the current sales level, the provision of patients diagnosed with diabetes is about **0.5%** of the total number of diabetics in the world.
3. CGM systems are essentially the next generation of glucose monitoring technology. The conventional puncture technology will be gradually replaced by the CGM technology. At the same time, both technologies will exist in the market, complementing each other.
4. The major driver of demand for these devices is the increasing incidence of diabetes in the world, as well as high technological efficiency, painlessness, and ease of use of these devices.
5. The major restraining factor is a high price and lack of access to high technology and healthcare system in several regions of the globe, as well as low awareness among potential consumers even in regions with access to cutting-edge medical technology.
6. The actual market is characterized by high concentration of competitors. The main market volume (97.5%) and the control levers of market mechanisms are concentrated in three leaders: Abbot Laboratories, Dexcom and Medtronic.
7. At the same time, the market has a high growth potential. The potential market volume, assuming 100% supply of devices to all diabetic patients, is **16.7 billion units**. Thus, the current actual market (sales volume) for CGM systems is 0.5% of the potential consumption volume.
8. North America is the largest regional market. This is due to the high incidence of diabetes in the countries of this region as well as high availability of innovative healthcare technologies.
9. The market for continuous glucose monitoring systems is expected to **accelerate its growth rate** by 2045. Experts forecast a compound annual growth rate of **15%**.
10. By 2045, under favorable conditions, the market will grow from **98.6 million** to **2,343.4 million** devices per year (**23.8 times**), which will be equivalent to growth from **USD 10,953.3 million** to **USD 233,127.7 million** (**21.3 times**). The provision with devices will be **11.5%** of the total number of diabetic patients.
11. Under the unfavorable scenario, by 2045 the market will increase to **610.7 million** devices (**6.2 times**), which will be equivalent to USD **69,314.5 million** (a **6.3-fold** increase). In this case, the provision with the devices will amount to **3%**.

5. Interviews with International Experts in the Continuous Glucose Monitoring Market

Current State and Prospects of the Continuous Glucose Monitoring (CGM Systems) Market Development

"There's a huge imbalance in the regions. In rich countries, it's very easy to get this device. But anywhere in the Sahara, that part of the continent - there is no access there at all!"

RSA, Diabetologist – Family Physician

"I think in the future the sales of cost-effective devices will skyrocket, anything expensive will probably cease to exist as cheaper and more accurate systems will become available, but the market is HUGE! Even people without diabetes, especially top-level athletes, can use them. People with a 'pre-diabetes' condition can use this device to prevent the disease from developing."

RSA, Diabetologist – Family Physician

"I can envision the price continuing to drop and the system itself becoming part of a routine procedure, a common device for monitoring glucose levels in diabetic patients."

RSA, Endocrinologist

"The opportunities in the market reside in the fact that most people with diabetes and prediabetes don't have / don't use these devices due to their high cost. This unfortunately means that the sales market will become very large once we have effective and affordable technology. The prediabetes segment is even larger than the diabetes segment (in terms of the number of people affected) and if we aim to achieve a reduction in prediabetes and its consequences, we definitely need affordable non-invasive solutions."

USA, Vice President of Scottish Development International, Customer Service Consultant

"I have been waiting for such a device! In my opinion, CGM systems will revolutionize the treatment of not only diabetes itself, but simply high blood glucose levels (when the condition is not yet diagnosed). This is explained by the fact that the system allows you to quickly and conveniently determine blood glucose levels, providing much more detailed glucose control than if done by the conventional puncture method."

USA, General Practitioner, Chief Medical Officer

5. Interviews **with International Experts in the Continuous Glucose Monitoring Market**

Potential for a New Player to Enter the Market

"I'm sure the industry is growing rapidly, which means other brands can take the lead as well."

USA, General Practitioner, Chief Medical Officer

"I assume that a small company or startup can develop an innovative solution in collaboration/partnership with an established company in the field of diabetes care or, more broadly, with healthcare system institutions."

USA, Vice-President of Scottish Development International, Customer Service Consultant

"When it comes to our market entry strategy, we are working with endocrinologists in India. Besides, we are working with non-profit organizations and trying to reach out to the public through social media. And, if you will, most of the time we are communicating information by word of mouth."

USA, Chief Executive Officer of Ambrosia Systems Inc. (Former Consultant to Abbott)

"At the moment, there seems to be no new players. Dexcom and Abbott currently dominate the market. These two companies are recognized as the leading suppliers of the CGM systems technology. The absence of new competitors indicates a high barrier to entering the market, possibly due to such factors as technological complexity, regulatory requirements, and established brand reputation."

USA, CEO of Advanced Care DME

"I don't see any other future. This technology (***CGM systems - MegaResearch note***) is the way forward."

RSA, Diabetologist – Family Physician