



\*\*\*\*SAMPLE \*\*\*The Global Self-Monitoring Blood Glucose  
Market - Data, Analysis and Forecast to 2025

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Pharmaceutical, commercial and strategic developments in the Global Self-Monitoring Blood Glucose  
Market 2015-2025



# Global SMBG Market - Data, Analysis and Forecast to 2025

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Pharmaceutical, healthcare, commercial and strategic developments in the Global SMBG Market 2015-2025

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## 1.3 Research and Analysis Methods

This report harnesses primary and secondary research. This study provides global market forecasts and analyses of market drivers and restraints (including SWOT and forecast analyses) and principal developments. We also provide geographical breakdowns of the SMBG world market. Our analyses are original, benefiting from our consulting experts in the industry, academia, medical practice and other roles. Our analysts also refer to industry data, company reports, news and trade articles, public health data, policy documents and other analysts' views. We conduct primary research by telephone interviews, correspondence or face-to-face discussions.

Our report contains quantitative and qualitative analytical content, covering the present and the future of healthcare markets. Although our report is market-centred, we include medical and technical information. We include analyses of under-met market needs from the present looking forward. Our revenue forecasting assesses the magnitude and effects of driving and restraining forces, to determine annual growth and total sales across a series of years. We base our forecasts upon knowledge of financial performance, disease prevalence, product/technology characteristics and other factors, as well as data and opinions gathered from our primary and secondary research.

Products and vendors listed in this report are provided for reference and constitute neither a complete list, necessarily, nor an endorsement of any specific vendor or product.

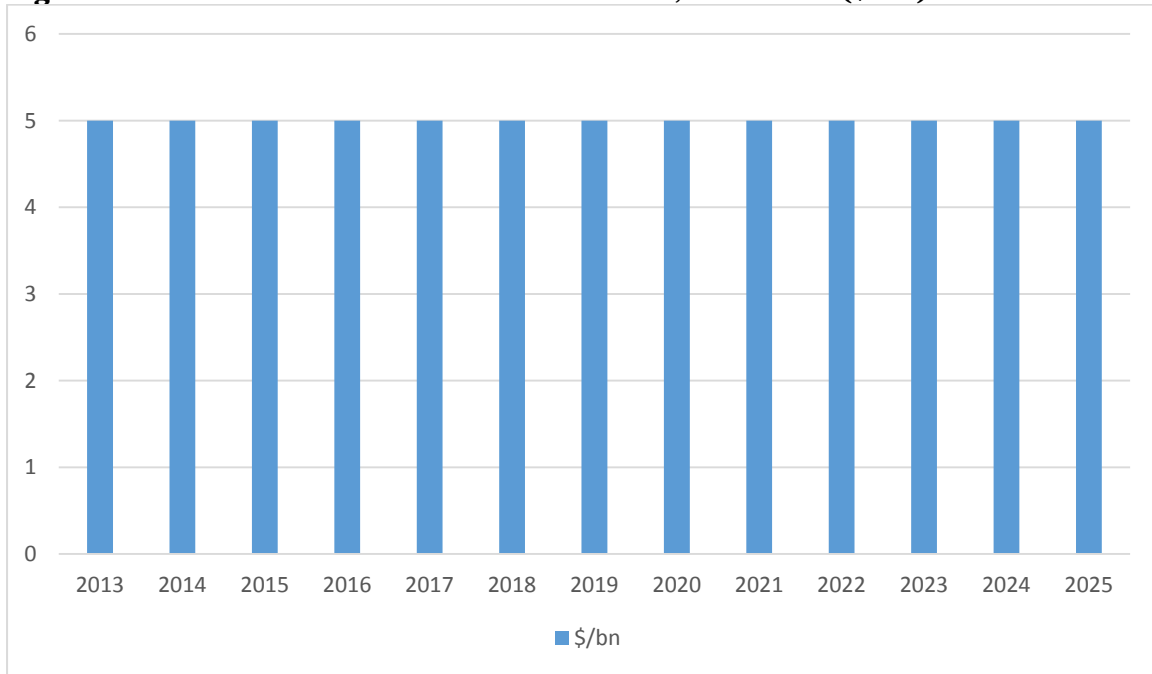
Revenue figures in this report are for the respective world market or market segment unless stated otherwise. Tabulated revenue values for later years (2013 onwards) are whole-year predictions (January to December). Because of rounding, values may not add up exactly. Compound annual growth rate (CAGR) values are for 2015-2025 or 2013-2025. In this report, all revenue figures and market values are expressed in USD; figures that did not originate in USD were worked out via current currency exchange rates.

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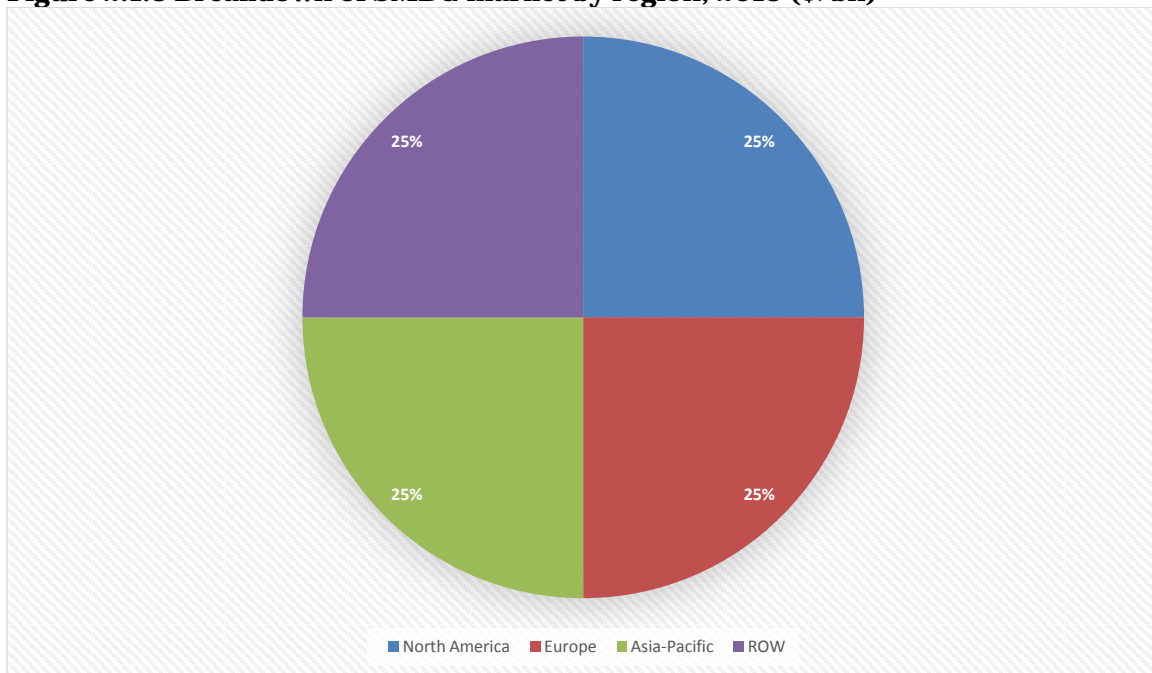
SMBG revenue came primarily from the North America and European market across 2013, together contributing more than 70% of the global revenue. Sales in North America across 2013 were \$XXbn and Europe \$XXbn. GMR Data forecast that the North America SMBG market will dominate the global market across the forecast period, reaching \$XXbn across 2025; the European market will follow, closely, with \$XXbn, with APAC growing strongly to reach \$XXbn by 2025.

**Figure 2.1.2 Forecast of the Global SMBG Market, 2013-2025 (\$/bn)**



GMR Data 2015

**Figure 2.1.3 Breakdown of SMBG market by region, 2013 (\$/bn)**



GMR Data 2015

**Table 2.2 SMBG market by region, 2013 (\$/bn)**

Geography	Percentage (%)	Value (\$/bn)
North America	38%	\$XXbn
Europe	34%	\$XXbn
Asia-Pacific	16%	\$XXbn
RoW	12%	\$XXbn

GMR Data 2015

The global SMBG market is evolving rapidly on account of the surging global diabetes population, which across 2014 reached 382m. This figure is expected to reach 592m by 2035 primarily due to Type 2 diabetes increase. The need for SMBG devices will be driven strongly by this increase in diabetes prevalence.

### 2.1.1 Global Diabetes Population

Key factors that define a national SMBG market is a nation's diabetic population; Diabetics in developed nations are typically more proficient in the use of SMBG products, however emerging and developing nations still lag behind in many treatment areas. GMR Data forecast that in the next decade demand for SMBG products, in emerging and developing nations, will witness sustained growth due to increasing prevalence of diabetes;

**Table 2.3 Global Diabetes Population, 2013-2025 (m)**

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Global	382	392	402	413	424	434	446	457	469	481	494	507	520
AGR	-	2.60%	2.60%	2.70%	2.70%	2.40%	2.80%	2.50%	2.60%	2.60%	2.70%	2.60%	2.60%

IDF/WHO/GMR Data 2015