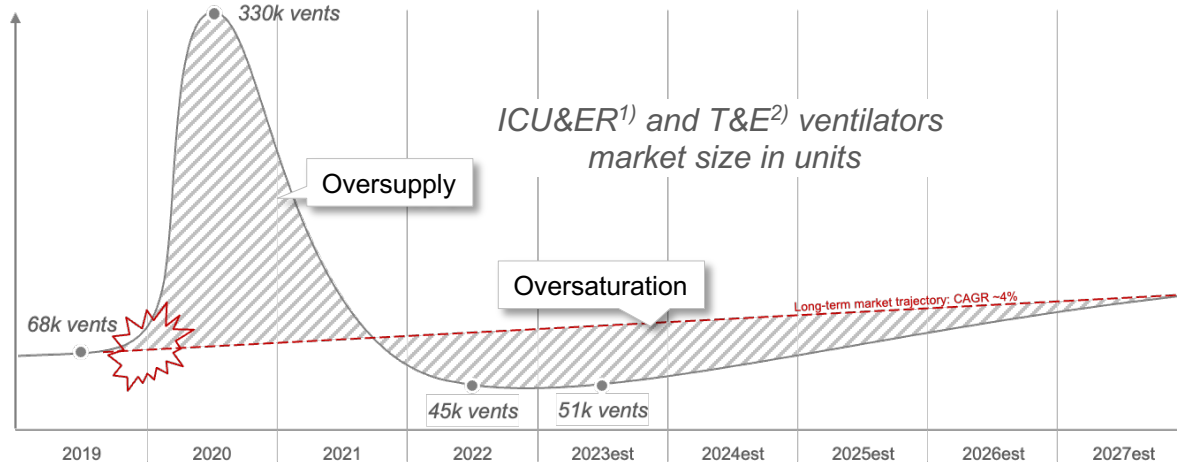


Post-COVID, critical care ventilation market is oversaturated. Due to intense price competition, manufacturers are postponing innovation and prioritizing recurring business.



Critical Care Ventilation Market is in Oversaturation Phase

- In 2020, market of ICU&ER¹⁾ and T&E²⁾ ventilators skyrocketed almost 5 times due to COVID, from about 68'000 units sold in 2019 to 330'000 units in 2020.
- Currently, the ventilation market is in oversaturation phase. Although a proportion of ventilators purchased in 2020 remain unused, the flooded market demand no new machines.
- Yet, ventilation is a treatment that is here to stay. Several social & environmental trends will drive long-term use of ventilators well after COVID.

Challenges and Consequences

Price Competition

The price of ventilators has plummeted by up to fourfold, leaving manufacturers with slim margins.

Limited Innovation

Due to market shrinkage, manufacturers experience budget constraints that limits their innovation.

Consumables & Service

Focus shift to recurring revenues enabled by consumables and servicing of existing installed base.