

# *Global Home Care Medical Devices Market*

## **Independent Market Research**

**Date :** April 27, 2026

**For and on behalf of  
Frost & Sullivan (Beijing) Inc., Shanghai Branch Co.**



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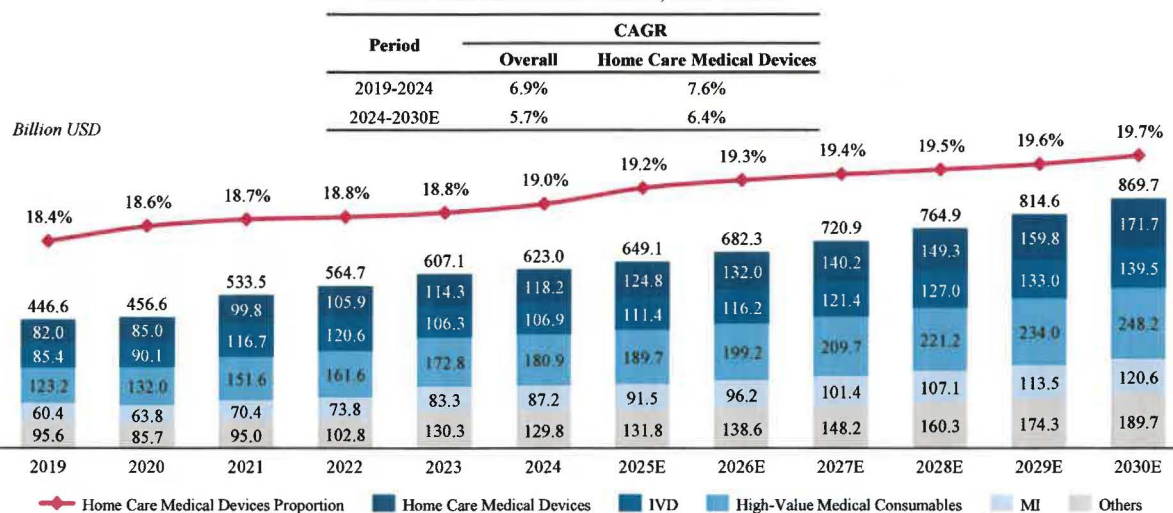
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- 1 Overview of Global Home Care Medical Devices Market
- 2 Overview of Global Home Rehabilitation Aid Products Market
- 3 Overview of Global Medical Care Supplies Market
- 4 Overview of Global Home Health Monitoring Products Market
- 5 Overview of Global Home Respiratory Support Products Market
- 6 Overview of TCM Physiotherapy Products Market in China

## Global Medical Devices Market, 2019-2030E

The global medical device market encompasses a wide range of product categories, including in vitro diagnostic (IVD), high-value medical consumables, and medical imaging (MI) devices and other devices, which has witnessed a steady growth in recent years. From 2019 to 2024, the global medical device market increased from USD 446.6 billion to USD 623.0 billion, representing a CAGR of 6.9%. Driven by factors such as accelerating aging population trend, evolving disease spectrums, rising expenditures on healthcare, and growing demand for enhanced treatment options, the global medical device market is projected to reach USD 869.7 billion by 2030. Home care medical devices refer to medical equipment, consumables, and other products used by individuals in a home setting for disease prevention, health monitoring, rehabilitation therapy, health management, or daily health care. These are typically operated by non-professionals, such as patients or consumers. The home care medical devices segment reached a market size of USD 118.2 billion in 2024, accounting for 19.0% of the total market. From 2024 to 2030, the global home care medical devices market is projected to grow at a CAGR of 6.4%, outpacing the growth rate of the global medical device market.

Global Medical Devices Market, 2019-2030E

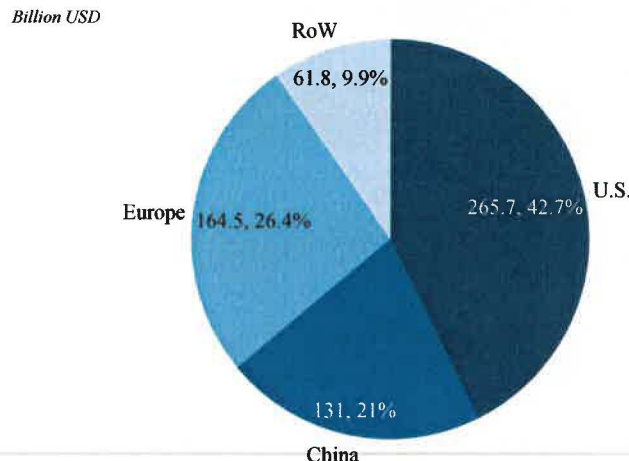


Source: Expert interview, Annual reports of listed companies, Frost & Sullivan analysis

## Breakdown of Global Medical Devices Market by Regions, 2024

During the historical period, the medical device industry in China has developed at a faster pace than its global counterpart, which has grown at a CAGR of 8.6% from 2019 to 2024, reaching RMB 941.7 billion in 2024. The decline in China's medical device market size in 2024 was primarily due to a slowdown in the procurement of clinical medical devices, following the pre-emptive equipment purchases fueled by subsidized loans in 2023. This was further tempered by tighter regulatory policies affecting high-value medical device sales. However, as these short-term fluctuations normalize, the market is poised for recovery. Driven by rising demand for preventive health, the application of digitalization and AI intelligence, the total market is projected to reach RMB 1,326.0 billion by 2030, with a CAGR of 5.9%. Notably, the home care segment, which held a 21.0% share (RMB 198.2 billion) in 2024, is expected to outperform the overall medical device market with a CAGR of 7.9% through 2030.

Breakdown of Global Medical Devices Market by Regions, 2024



Source: Expert interview, Annual reports of listed companies, Frost & Sullivan analysis

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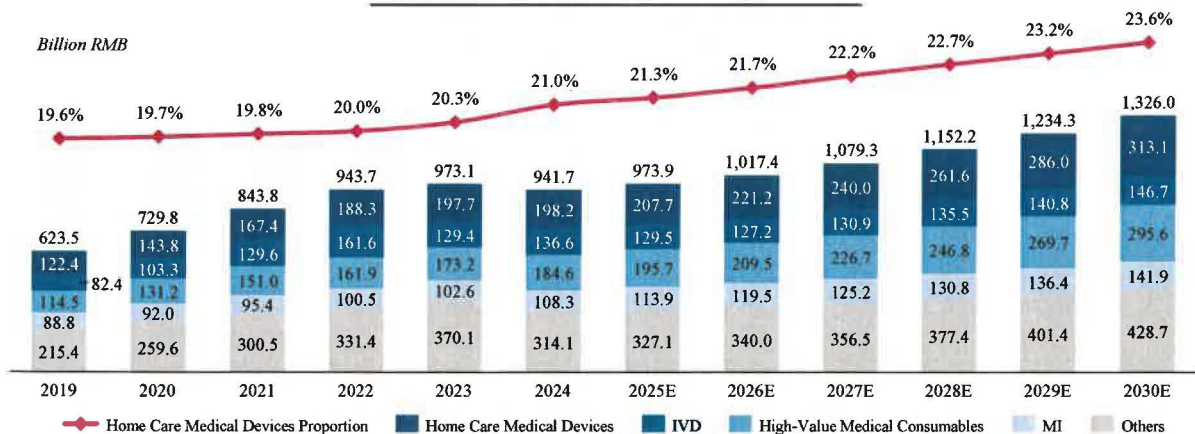
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## Medical Device Market in China, 2019-2030E

- During the historical period, the medical product industry in China has developed at a faster pace than its global counterpart, which has grown at a CAGR of 8.6% from 2019 to 2024, reaching RMB941.7 billion in 2024. The decline in China's medical device market size in 2024 was primarily driven by the contraction in clinical medical device market, which resulted from the healthcare anti-corruption campaign. The market is expected to further expand to RMB 1,326.0 billion in 2030, with a CAGR of 5.9% during the forecast period. Among these, the Home Care Medical Devices segment amounted to RMB 198.2 billion in 2024, accounting for approximately 21.0% of the total medical product market in China. Fueled by rising awareness of health management, advancements in product technology, and increasing demand for quality healthcare products, the Home Care Medical Devices market in China is expected to sustain its growth trajectory in the future. From 2024 to 2030, the Home Care Medical Devices market in China is projected to grow at a CAGR of 7.9%.

Medical Product Market in China, 2019-2030E

Period	CAGR	
	Overall	Home Care Medical Devices
2019-2024	8.6%	10.1%
2024-2030E	5.9%	7.9%



Source: Expert interview, Annual reports of listed companies, Frost & Sullivan analysis

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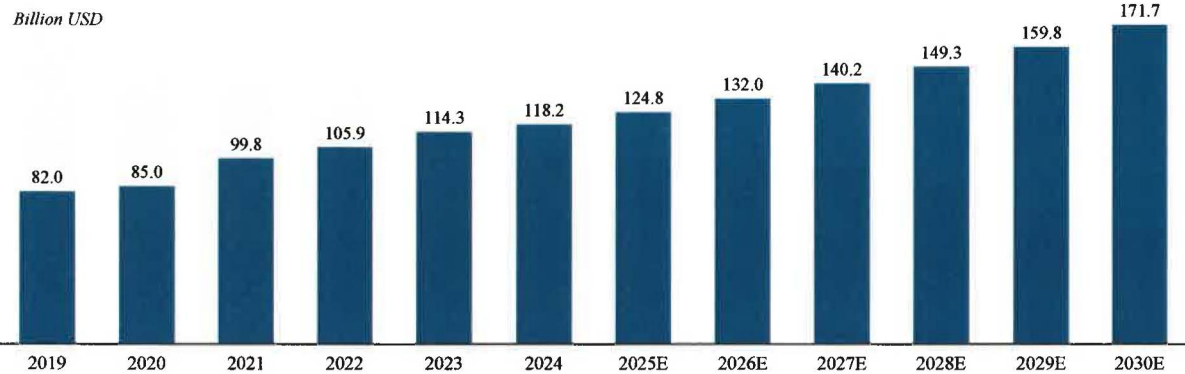
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## Global Home Care Medical Devices Market, 2019-2030E

- From 2019 to 2024, the global Home Care Medical Devices Market grew from USD 82.0 billion to USD 118.2 billion. Driven by factors such as an aging population, international economic development, and increasing demand for better healthcare among the growing middle class, the market is projected to grow at a compound annual growth rate (CAGR) of 6.4%, reaching USD 171.7 billion by 2030.

Global Home Care Medical Devices Market, 2019-2030E

Period	CAGR
2019-2024	7.6%
2024-2030E	6.4%



Source: Expert interview, Frost & Sullivan analysis

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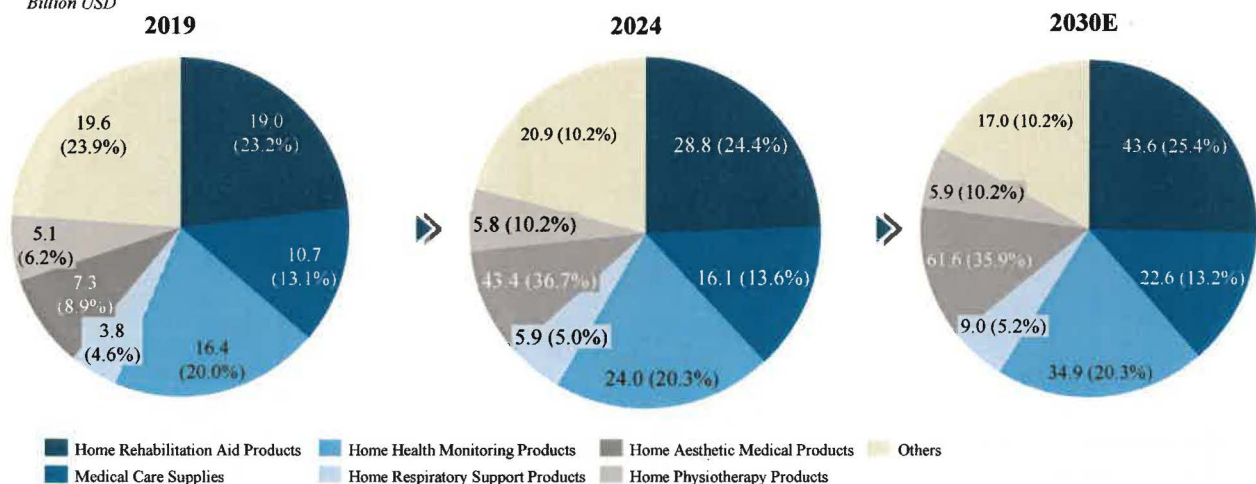
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## Breakdown of Global Home Care Medical Devices Market

- At present, Home Care Medical Devices span a variety of product categories, including home rehabilitation aid products, medical care supplies, home health monitoring products, and home respiratory support products. These supplies are designed to enhance home care for individuals by delivering reliable and accurate measurements, empowering individuals to detect or monitor health conditions effectively. In 2024, the aggregated market share of home rehabilitation Aids, medical care supplies, home health monitoring products, and home respiratory support products accounted for approximately 63.3% of the global Home Care Medical Devices market, and it is forecasted to reach 64.1% by 2030. Others include home emergency medical products, medical aesthetic products such as home radiofrequency therapy products, medical and wellness products, etc.

Breakdown of Global Home Care Medical Devices Market

Billion USD



Note: "Others" include home emergency medical devices, home rehabilitation therapy devices, home aesthetic medical devices, home sleep management devices etc.

Source: Expert interview, Annual reports of listed companies, Frost & Sullivan analysis

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7

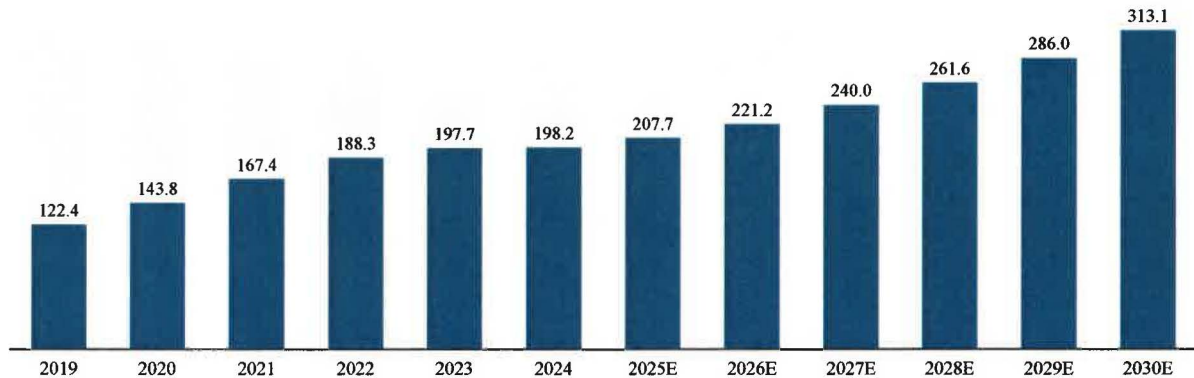
## Home Care Medical Devices Market in China, 2019-2030E

- From 2019 to 2024, the Home Care Medical Devices market in China increased from RMB 122.4 billion to RMB 198.2 billion. As the number of individuals with chronic diseases in China continues to rise, along with growing awareness of health management and increasing disposable income among residents, the Home Care Medical Devices market in China is projected to grow at a CAGR of 7.9%, reaching RMB 313.1 billion by 2030.

### Home Care Medical Devices Market in China, 2019-2030E

Period	CAGR
2019-2024	10.1%
2024-2030E	7.9%

Billion RMB



Source: Expert interview, Frost & Sullivan analysis

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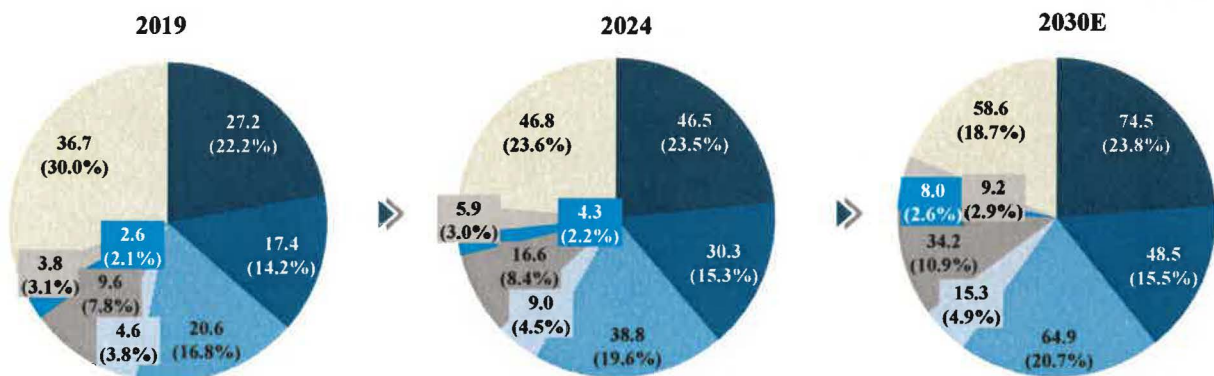
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## Breakdown of Home Care Medical Devices Market in China

- China's home care medical device market spans online and offline channels. The online market share grew significantly from 25% in 2019 to 44.3% in 2024. Driven by the development of e-commerce, social media, and instant retail, the online penetration is projected to reach 67.1% by 2030. In 2024, the Group ranked second in the online home care medical device market in China by revenue.

Billion RMB

### Breakdown of Home Care Medical Devices Market in China



Home Rehabilitation Aid Products
  Home Health Monitoring Products
  Home Aesthetic Medical Products
  Home Physiotherapy Products
  Medical Care Supplies
  Home Respiratory Support Products
  Traditional Chinese Medicine Physiotherapy Products
  Others

Note: "Others" include home emergency medical devices, home rehabilitation therapy devices, home aesthetic medical devices, home sleep management devices etc.

Source: Expert interview, Annual reports of listed companies, Frost & Sullivan analysis

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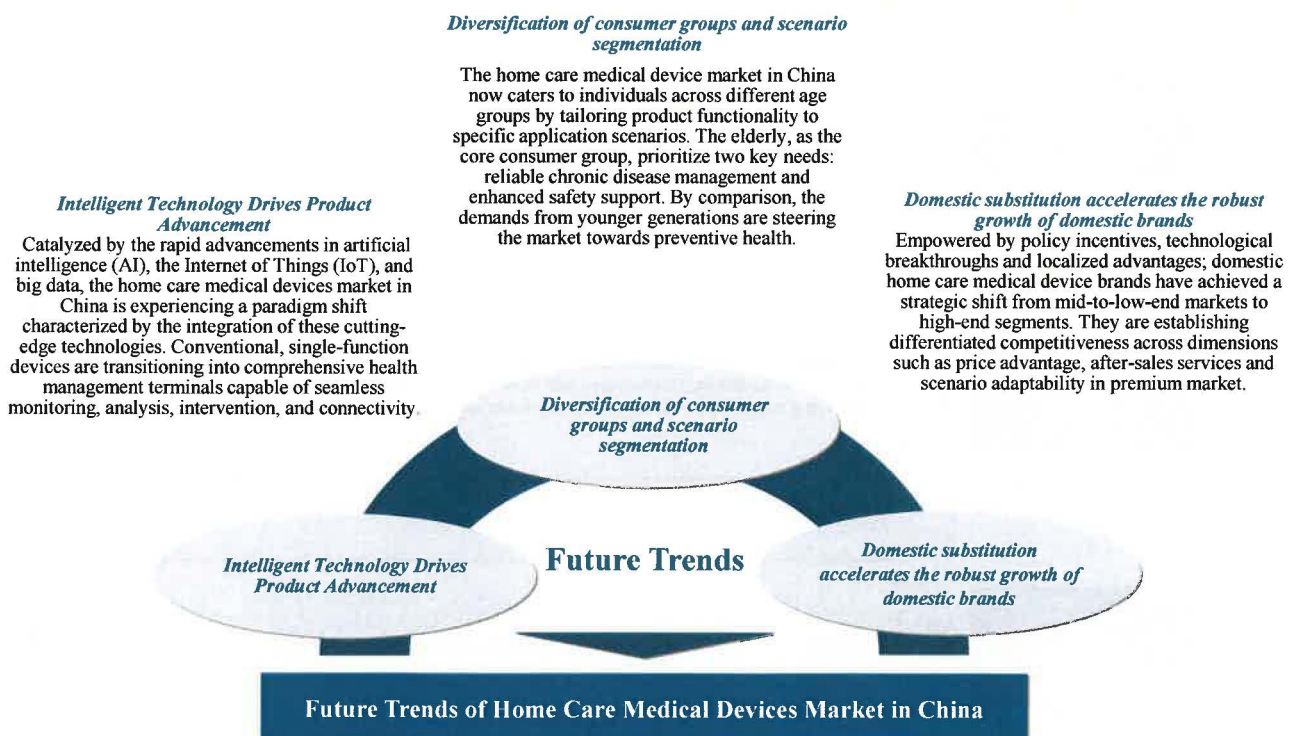
9

## Growth Drivers of Home Care Medical Devices Market in China

<p><b>Vigorous development of the “Silver Economy”</b></p>	<p>In January 2025, the National Development and Reform Commission (NDRC) and the Ministry of Finance expanded “trade-in” policies, prompting regions to increase subsidies (up to 30%) for aging-friendly renovations, such as hearing aids, blood pressure monitors, blood glucose meters, etc. These initiatives have streamlined applications and expanded product catalogs to include wheelchairs, hearing aids, and rehabilitation devices. Consequently, supportive policies are driving the robust demand for home care essentials such as blood pressure monitors, and glucose meters, etc.</p>
<p><b>High prevalence of chronic diseases and growing public health awareness</b></p>	<p>The number of diabetes and cardiovascular disease patients in China are expected to reach 168.5 million and 450.0 million by 2030 respectively. Given that chronic diseases require long-term monitoring and systematic management, coupled with increasing health awareness, these have boosted the demand for home care medical devices.</p>
<p><b>Diversification of sales channels</b></p>	<p>With the rapid development of e-commerce platforms and social media, online channels have substantially broadened product distribution by overcoming geographic constraints and enabling efficient delivery to consumers in both urban and rural markets. Moreover, these platforms streamline supply chains and lower distribution costs, allowing consumers to purchase home care medical devices at more competitive prices compared with traditional offline retail channels.</p>

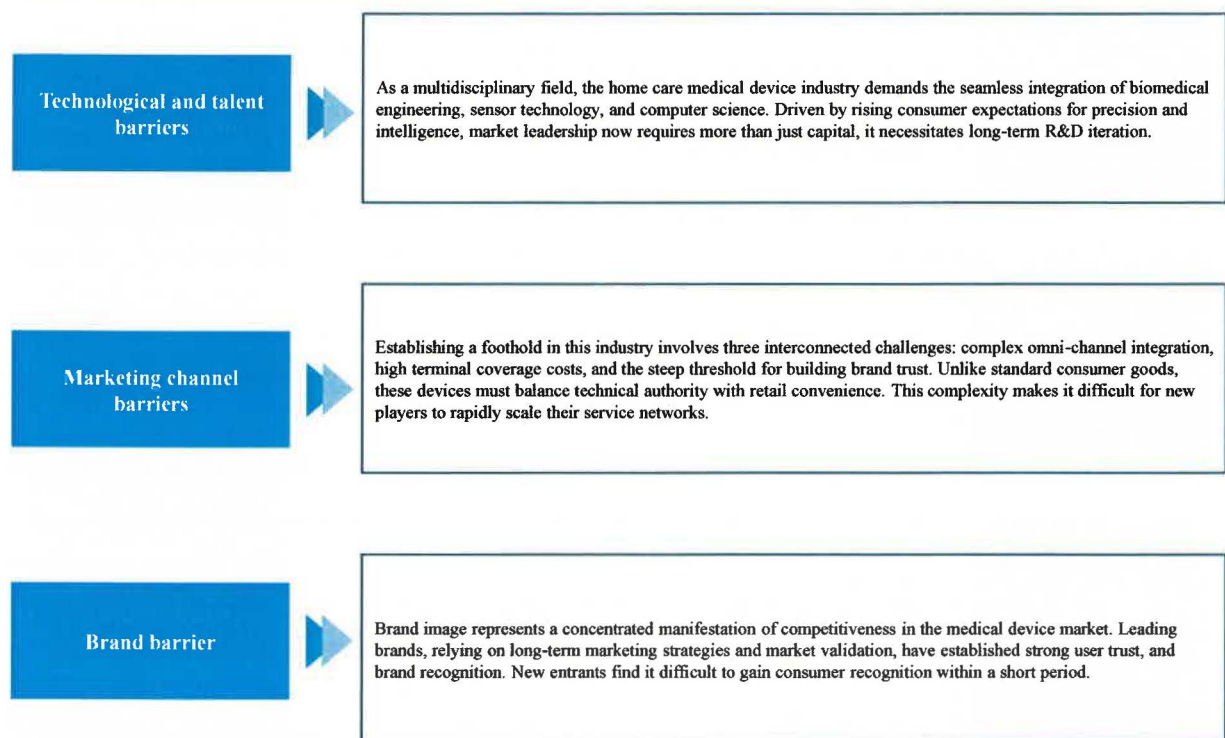
Source: Frost & Sullivan analysis

## Future Trends of Home Care Medical Devices Market in China



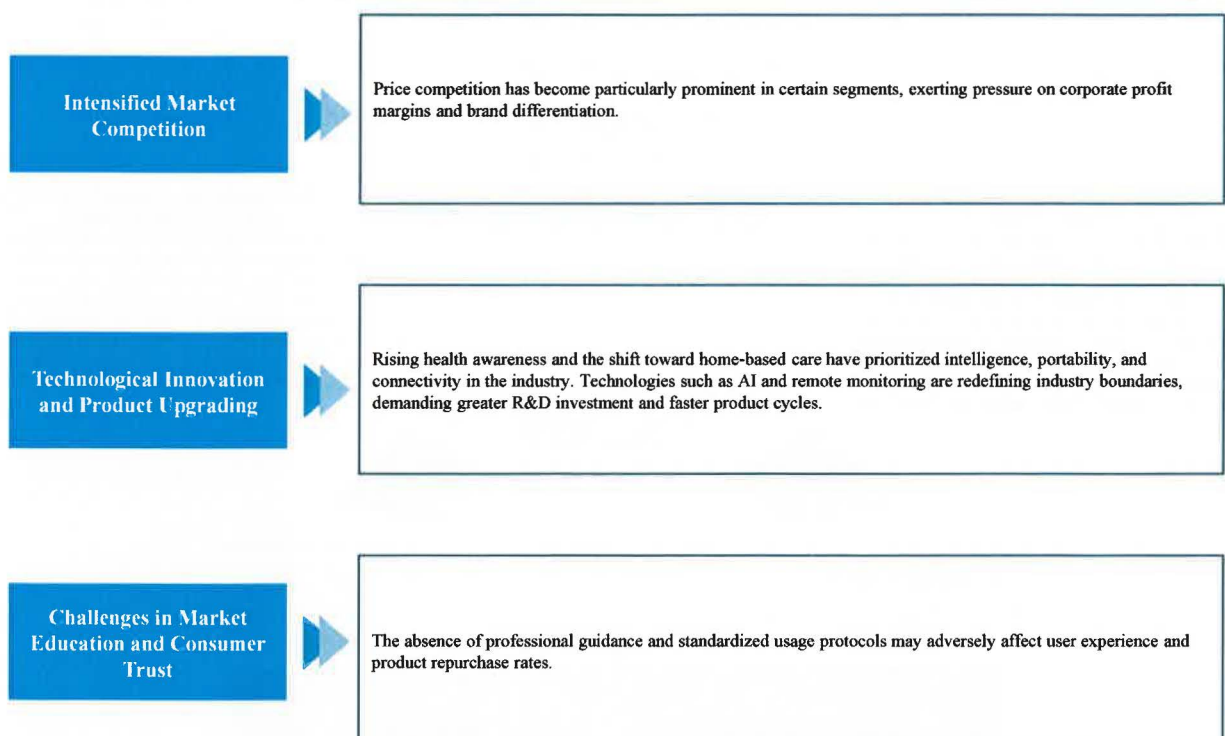
Source: Frost & Sullivan analysis

## Entry Barriers of Home Care Medical Devices Market in China



Source: Frost & Sullivan Analysis

## Threats and Challenges of Home Care Medical Devices Market in China



Source: Frost & Sullivan Analysis

## Competitive Landscape of the Home Care Medical Devices Market

- The competitive landscape of the home care medical devices market in China is relatively fragmented. The Group ranked the second in the home care medical devices market in China based on domestic revenues from home care medical devices in 2024.

### Competitive Landscape of the Domestic Home Care Medical Devices Market in China, 2024

Ranking	Company	2024 Revenue (Billion RMB)	Market Share (%)
1	Company A	4.8	3.4%
2	The Group	2.9	2.1%
3	Company B	2.5	1.8%
4	Company C	2.3	1.7%
5	Company D	1.7	1.2%

- Company A is founded in 1998 and headquartered in East China. It is a company primarily engaged in the provision of home care medical devices, clinical medical products, and related services. The company was listed on the Shenzhen Stock Exchange in 2008.
- Company B is founded in 1933 and headquartered in Japan. It is a manufacturer and supplier of automation control and electronic equipment. The company was listed on the Tokyo Stock Exchange in 1963.
- Company C is founded in 2002 and headquartered in Central China. It is a company engaged in R&D, production, and sale of a range of diagnostic products for chronic diseases. The company was listed on the Shenzhen Stock Exchange in 2012.
- Company D is founded in 1991 and headquartered in South China. It is a company primarily engaged in the R&D, production, and sales of cotton-based products. The company was listed on the Shenzhen Stock Exchange in 2020.

Note: The revenue disclosed represent market players' domestic revenue from home care medical devices in 2024.

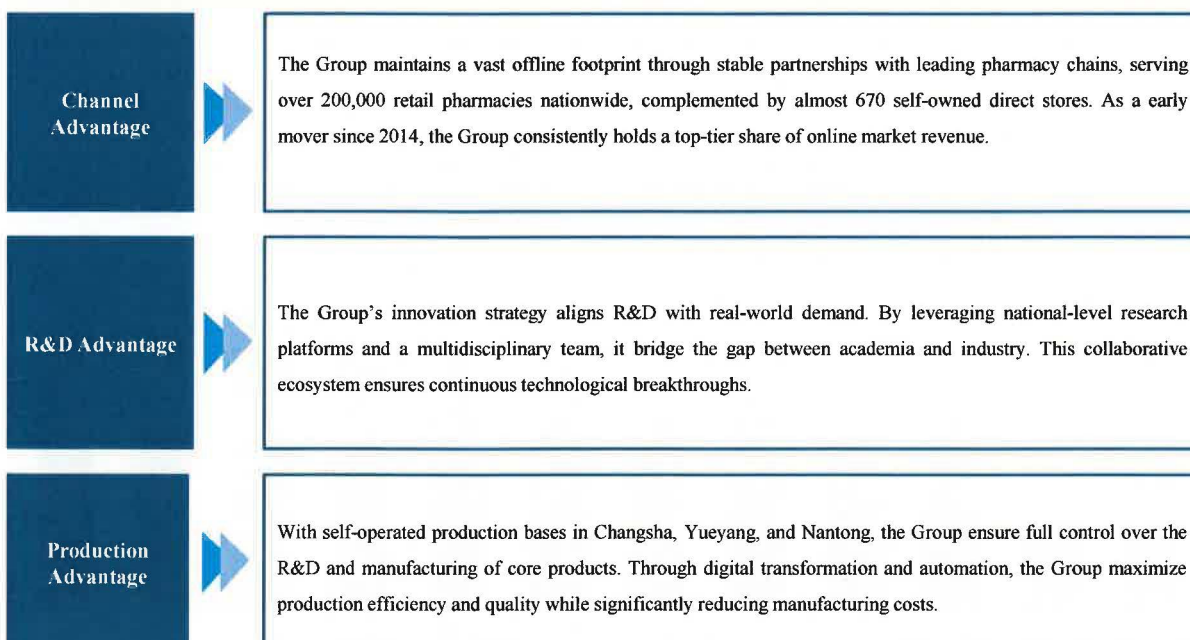
Source: Frost & Sullivan analysis

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14

## Analysis of Competitive Advantages

- The competitive advantages of The Group Technology are primarily reflected in the following aspects:



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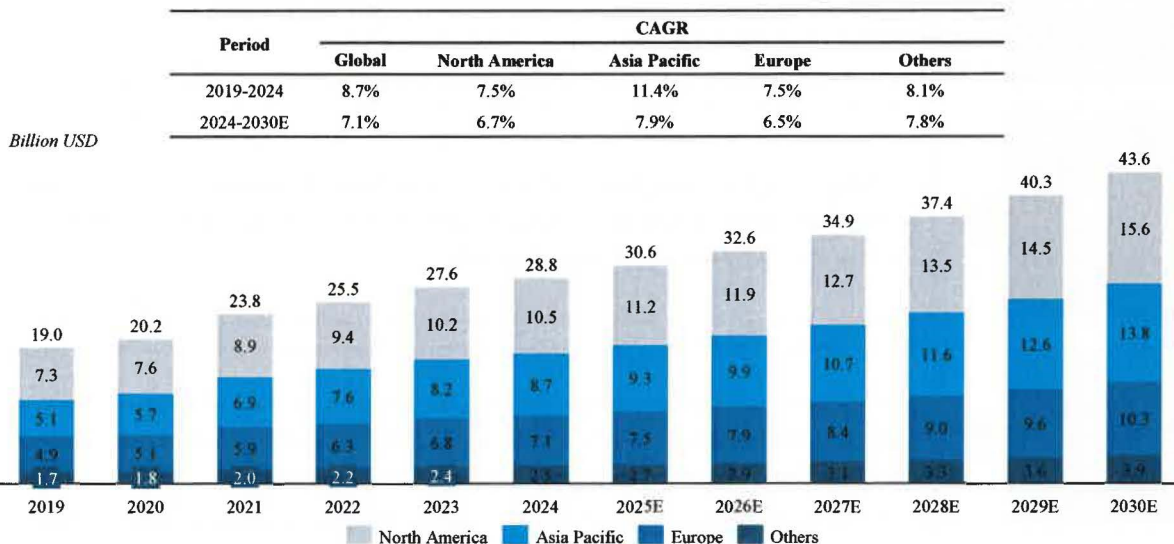
15

- 1 Overview of Global and Home Care Medical Devices Market in China
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## Global Home Rehabilitation Aid Products Market Breakdown by Regions, 2019-2030E

Home rehabilitation aids are medical devices designed to support recovery, functional rehabilitation, and daily health maintenance. These products are essential for restoring physical function, managing pain, and accelerating post-operative healing, ultimately enhancing the quality of life for those with chronic conditions. Key categories include wheelchairs, mobility scooters, hearing and visual aids, etc. From 2019 to 2024, the global home rehabilitation aid products market grew from USD 19.0 billion to USD 28.8 billion. The market is projected to grow at a CAGR of 7.1%, reaching USD 43.6 billion by 2030.

Global Home Rehabilitation Aid Products Market Breakdown by Regions, 2019-2030E

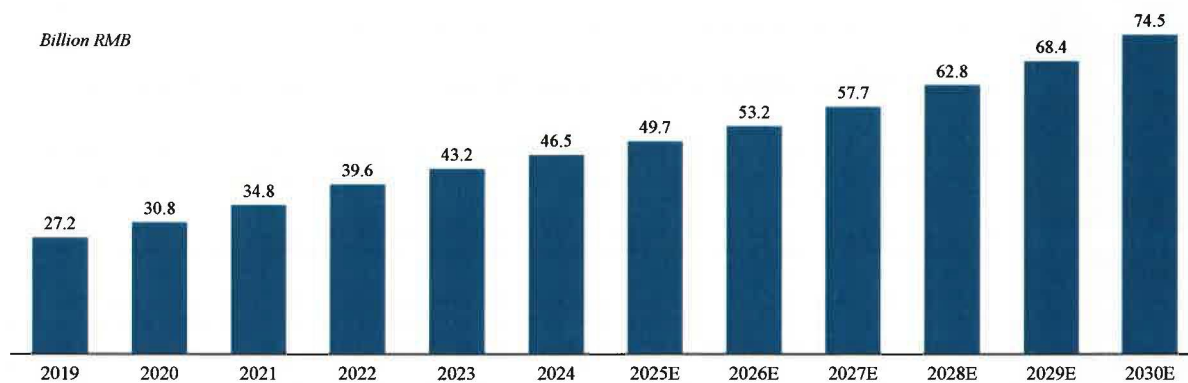


## Home Rehabilitation Aid Products Market in China, 2019-2030E

- China's demand for home rehabilitation is surging, driven by an aging demographic and a rising prevalence of chronic conditions such as hypertension, diabetes, and joint disorders. Furthermore, a significant patient population requires post-surgical recovery for fractures, cardiac procedures, and neurosurgical interventions. Despite this critical need, China's rehabilitation infrastructure remains in a nascent stage compared to the U.S. and Europe. This gap between the rapidly growing patient base and the current supply of rehabilitation creates massive, untapped growth potential for China's home rehabilitation market.
- In terms of revenue, the home rehabilitation aid products market in China has grown from RMB 27.2 billion in 2019 to RMB 46.5 billion in 2024. Spurred by increasing number of the elderly and disabled population, rising awareness of health management and increasing disposable income among residents, the home rehabilitation aid products market in China is forecasted to grow at a CAGR of 8.2%, reaching RMB 74.5 billion by 2030.

### Home Rehabilitation Aid Products Market in China, 2019-2030E

Period	CAGR
2019-2024	11.4%
2024-2030E	8.2%



Source: Expert interview, Frost & Sullivan analysis

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18

## The Competitive Landscape of China's Home Rehabilitation Aid Products Market

- The Group ranked the 1st in the home rehabilitation aids products market in China in 2024.

### Competitive Landscape of China's Home Rehabilitation Aid Products Market, 2024

Ranking	Company	2024 Revenue (Billion RMB)	Market Share (%)
1	The Group	1.10	2.4%
2	Company A	1.04	2.2%
3	Company E	1.01	2.2%
4	Company F	0.66	1.4%
5	Company G	0.55	1.2%
	Others	42.11	90.6%

- Company E is founded in 1990 and headquartered in East China. The company specializes in R&D and production of wheelchairs and other rehabilitation equipment.
- Company F is founded in 1947 and headquartered in Switzerland. The company specializes in R&D, manufacturing, and commercialization of advanced digital hearing aids and FM wireless assistive listening systems. The company was listed on the SIX Swiss Exchange in 1994.
- Company G is founded in 2002 and headquartered in South Central China. It is a company that provides rehabilitation medical products, integrated clinical rehabilitation solutions, and technical support services. The company was listed on the Shanghai Stock Exchange in 2021.

Note: The revenue disclosed represent market players' domestic revenue from home rehabilitation aid products in 2024.

Source: public data, Frost & Sullivan analysis

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19

## Definition and Clarification of Hearing Aids

- A hearing aid is an electronic product designed to improve auditory perception for individuals with hearing impairments by amplifying external sounds. Its primary function is to compensate for hearing loss, enhance communication abilities, and improve quality of life. According to China's medical product regulatory standards, hearing aids are classified as Class II medical products.

### Behind-the-Ear Hearing Aids

Currently, the most widely used type of hearing aids, the BTE product is worn behind the ear, with sound transmitted via a thin tube connected to an earplug. It offers higher sound amplification and adjustable settings, making it suitable for individuals with mild to profound hearing loss.

### Bone-Conduction Hearing Aids

- Bone conduction hearing aids transmit sound vibrations directly to the inner ear (cochlea) through the skull, bypassing the outer and middle ear. They are particularly suitable for patients with conditions such as ear canal atresia, middle ear malformations, or chronic otitis media, who cannot use conventional hearing aids.

### In-the-Ear (ITE) Hearing Aids

- ITE hearing aids integrate all components (microphone, amplifier, receiver, and battery) into a single custom-made casing that fits entirely within the ear canal or concha. These products are individually molded to match the user's ear anatomy.

### Pocket Hearing Aids

- The earliest type of hearing aids, pocket-style products, are box-shaped and resemble MP3 players. They are carried in a pocket, with sound delivered via a wired headset or Y-shaped dual-earphone cable. These aids provide ultra-high power output, making them ideal for elderly users with limited dexterity or declining vision.

Source: public data, Frost & Sullivan analysis

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20

## Demand Analysis of Hearing Aids in China

- China faces a significant hearing impairment challenge, with approximately 67 million people suffering from moderate-to-severe hearing loss. This is particularly prevalent among the elderly, impacting almost one-third of those aged over 65. In line with the Healthy China 2030 initiative, the government has prioritized hearing health, with cities like Beijing and Shanghai already implementing subsidy programs that cover up to 50% of costs for seniors. Despite this, China's hearing aid penetration rate remains below 5%, far behind Western markets.

### Vast Demand Market

#### The substantial population of deaf and hard of hearing elderly individuals:

China possesses one of the world's largest populations affected by hearing impairment. Epidemiologic data indicate that approximately 33% of individuals aged 65 and older in China exhibit moderate-to-severe hearing loss, with prevalence escalating to nearly 50% among those aged 75 and above. Globally, the World Health Organization (WHO) estimates that 1.5 billion people experience hearing loss, of which China accounts for approximately 27.8 million clinically diagnosed cases. The rapid aging of China's population, a demographic shift characterized by declining fertility rates and increasing life expectancy, is expected to exacerbate demand for audiological interventions and assistive technologies.

#### A trend toward younger demographics is emerging:

- Diseases such as otitis media and meningitis can lead to hearing loss, and children and adolescents are particularly susceptible to such conditions. Moreover, with accelerating urbanization and changes in lifestyle, harmful habits—such as prolonged headphone use or excessive headphone volume—are contributing to the spread of hearing loss among younger age groups. An increasing number of individuals aged 30 to 50 are exhibiting symptoms of mild to moderate hearing decline.
- Younger users place greater emphasis on the appearance of hearing aids, favoring designs that are compact and discreet. They also tend to value smart features, such as Bluetooth connectivity and intelligent noise reduction. This market trend toward younger consumers is also driving continuous optimization of hearing aid design and user experience to meet the specific needs of this demographic.

### Insufficient market supply

In 2024, the hearing aids market in China increased to RMB 7.7 billion, and this market is projected to grow at a CAGR of 12.4%, reaching RMB 15.5 billion by 2030. The current penetration rate of hearing aids in China is significantly lower than over 25% in Western countries. This substantial gap not only reflects insufficient market education but is also below 5%, highlighting the vast potential demand in the market.

#### Restraining Factors

- Many individuals with hearing impairments lack scientific awareness regarding hearing loss and hearing Aids. In addition, concerns about the appearance, operation, and cost of hearing aids contribute to a significant deficiency in effective intervention.
- Furthermore, the distribution of professional hearing aid fitting resources in China is uneven. The hearing healthcare system in rural and grassroots areas remains underdeveloped, which constrains market penetration.

Source: Frost & Sullivan analysis

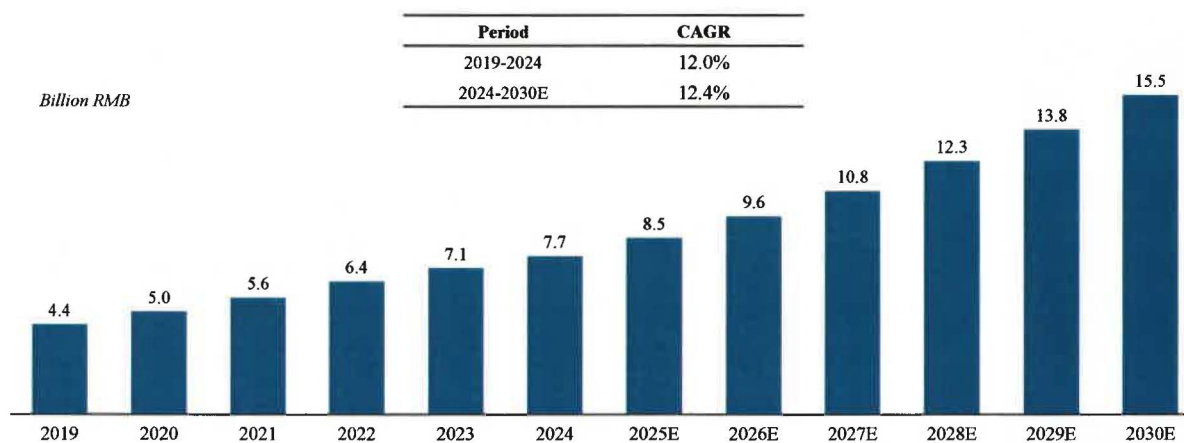
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21

## Hearing Aids Market in China, 2019-2030E

- In 2024, the hearing aids market in China increased to RMB 7.7 billion. The current penetration rate of hearing aids in China is less than 5%, significantly lower than that in Western countries. This substantial gap not only reflects insufficient consumer awareness but also highlights the vast potential demand for hearing aid products, which is projected to grow at a CAGR of 12.4%, reaching a market revenue of RMB 15.5 billion by 2030.
- The offline professional fitting services serve as a critical bridge between patients and effective rehabilitation. By providing personalized assessments and expert follow-up, these services are essential to ensuring patient satisfaction and driving repurchase rates.

Hearing aids Market Size in China, 2019-2030E



Source: public data, Frost & Sullivan analysis

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22

## Overview of Electric Wheelchairs

- An electric wheelchair is a battery-powered, motor-driven mobility product equipped with a controller, primarily designed to assist the elderly, individuals with disabilities, and other mobility-impaired users in their daily movement. Classified as a non-therapeutic rehabilitation aids, electric wheelchairs come in various types based on application scenarios, drive mechanisms, motor configurations, and power sources. They are characterized by user-centric design, ease of operation, and high safety standards, and are evolving towards lighter weight and increased intelligence.

### Definition and Characteristics of Electric Wheelchairs



- An electric wheelchair (also referred to as a power wheelchair) is a wheeled mobility product equipped with a seating system and powered by components such as rechargeable batteries, motorized drive units, and controllers. It is classified as a non-therapeutic, durable rehabilitation medical product. Primarily intended for the elderly, individuals with disabilities, and those with limited mobility, it is designed to support autonomous short- to medium-distance movement.

#### Easy to operate

- Adopting electronic control system to realize flexible forwarding, steering and braking.

#### Humanized design

- Foldable structure, adjustable backrest, auxiliary support and other functions to enhance the comfort of use

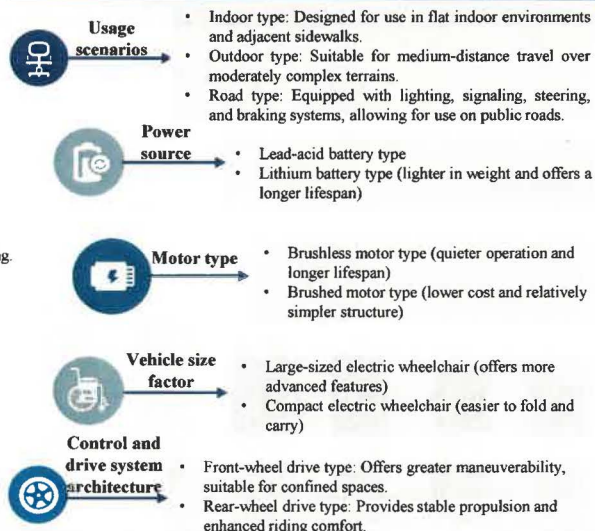
#### High security

- Electric wheelchair has a stable performance, avoiding accidents during the travel of elderly people

#### Technological convergence

- Some products are equipped with intelligent modules such as Bluetooth control, GPS positioning, and remote diagnostics to meet more advanced rehabilitation needs.

### Classification of Electric Wheelchairs



Source: public data, Frost & Sullivan analysis

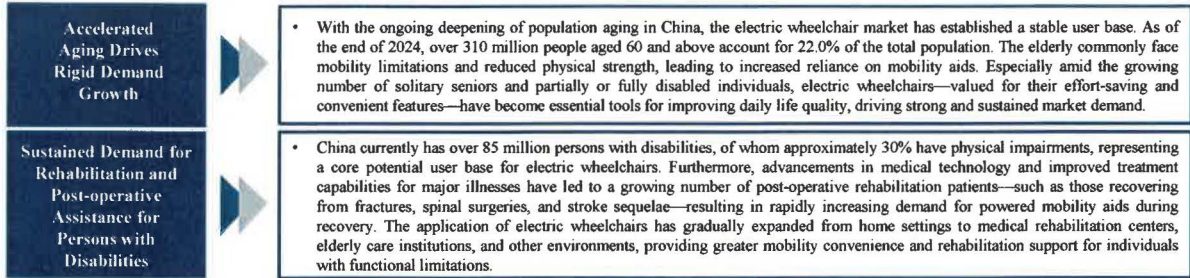
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23

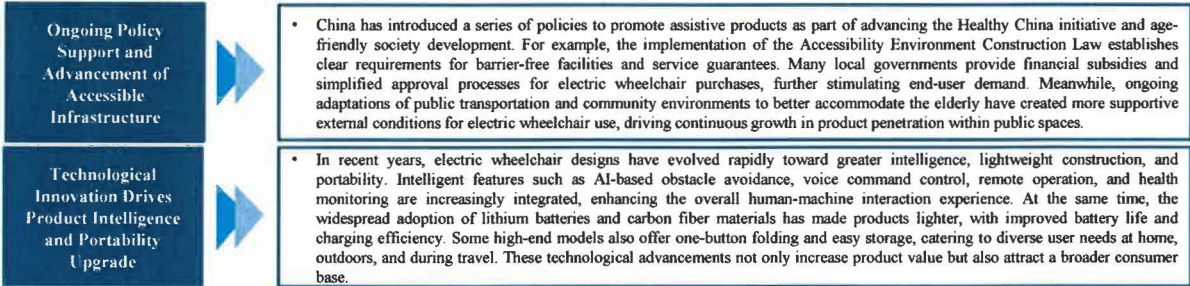
# Demand and Drivers Analysis of Electric Wheelchairs in China

• The electric wheelchair market in China is experiencing continuous expansion driven by the aging population, rehabilitation and post-operative needs of persons with disabilities, supportive policies, and technological innovations. Products are rapidly evolving towards greater intelligence and portability, while application scenarios are continuously broadening, providing strong support and ample opportunities for market growth.

## ◆ Demand Analysis of Electric Wheelchairs in China



## ◆ Driving Factors Analysis of Electric Wheelchairs in China



Source: Frost & Sullivan analysis

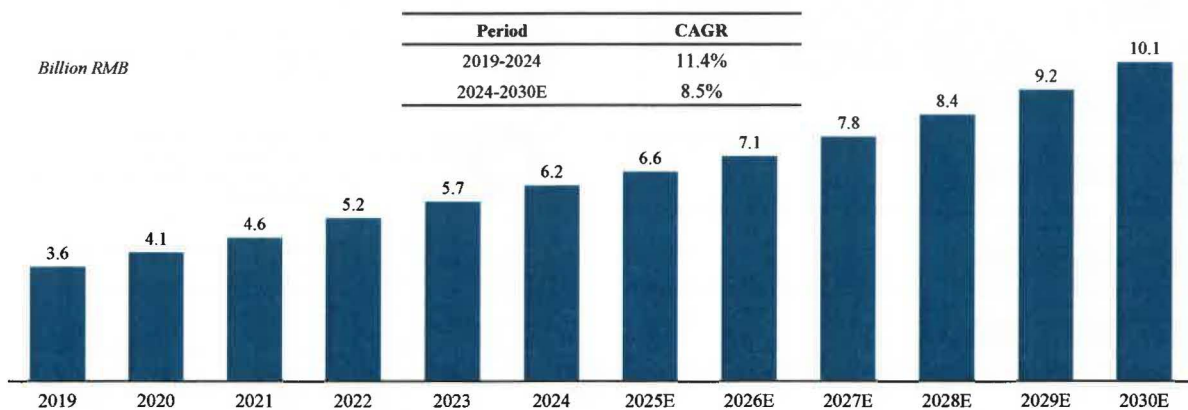
# Electric Wheelchairs Market in China, 2019-2030E

• China's electric wheelchair market is experiencing robust growth, fueled by a rapidly aging population (310 million people aged 60 and over in 2024) and evolving healthcare needs. Beyond traditional home use, electric wheelchairs are increasingly adopted in medical rehabilitation centers, elderly care facilities, and public spaces, supported by government initiatives aimed at improving accessibility and senior health.

• In 2024, the market size of the electric wheelchair market in China reached RMB 6.2 billion, accounting for 13.3% of the home rehabilitation aid products market in China. It is projected to exceed RMB 10.1 billion by 2030, representing a CAGR of 8.5%. While the penetration rate of electric wheelchairs in China is currently lower than that in Western countries, this sector is expected to witness a substantial growth potential driven by government policies support for the development of the rehabilitation aid products industry and accelerated construction of domestic rehabilitation centers in different provinces.

• National initiatives such as the Healthy Aging strategy and barrier-free environment regulations have created favorable conditions for market expansion, while local subsidies further stimulate demand. Furthermore, technological progress is accelerating, with manufacturers integrating intelligent features such as AI-based obstacle detection, health monitoring, voice control, and IoT connectivity, often linked to smart elderly care platforms.

Electric Wheelchairs Market Size in China, 2019-2030E



Source: public data, Frost & Sullivan analysis

## Overview of Posture Correction Products

- As a commonly used postural support product, a posture correction product integrates multiple functions such as structural support, posture correction, and muscle training. It features ease of wear, a combination of passive correction and active training, and a growing trend toward intelligent upgrades. Posture correction products can be categorized based on their intended use, corrective mechanism, and target user groups.

### Definition and Characteristics of Posture Correction Products



**Definition:** A posture correction product is a health and wellness product designed to correct poor posture in both children and adults, such as slouching or hunching. It typically applies external force to the shoulders, back, or waist through elastic materials and support structures to help realign the body. It supports healthy physical development in children and promotes good sitting, standing, and walking habits in adults.

- Mechanism:** The core principle of a posture correction product lies in its ergonomic design, which applies corrective forces to areas such as the shoulders and back. This creates a three-dimensional corrective force system that guides the body back to a neutral position, helping to maintain proper posture.

#### Key Features



### Classification of Posture Correction Products

#### Classification by Application

- Daily posture correction type:** Designed to improve mild hunchback or rounded shoulders caused by sedentary behavior or poor habits; suitable for students and office workers.
- Medical assistive type:** Provides strong support for conditions such as scoliosis or post-surgical recovery; typically used under medical supervision.

#### Classification by Correction Mechanism

- Passive posture correction products:** Apply force to retract the shoulder blades, relying on external support; long-term use may weaken surrounding muscles and cause dependency.
- Active posture correction products:** Equipped with high-precision gravity and angle sensors to detect deviations over 15°, alerting the wearer through vibration or tapping to adjust posture.

#### Classification by Target User

- Children and adolescents:** Focus on comfort and developmental support, suitable for early-stage posture correction.
- General adult type:** Emphasizes stability and spinal support for posture correction in work and daily life scenarios.

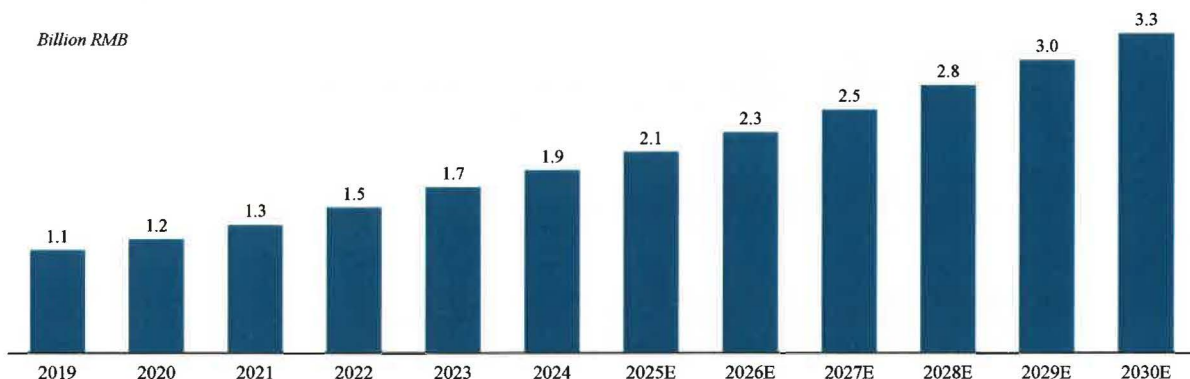
Source: Frost & Sullivan analysis

## Posture Correction Products Market in China, 2019-2030E

- The posture corrector market is highly segmented, driven by distinct lifestyle needs. The white-collar workforce presents a steady demand for solutions to mitigate strain from sedentary desk work. Meanwhile, younger consumers prioritize functional improvements, aesthetic appearance, and the correction of poor posture habits.
- In 2024, the market size of posture corrector products in China reached RMB 1.9 billion. It is projected to grow at a CAGR of 9.7%, reaching RMB 3.3 billion by 2030.

### Posture Correction Products Market Size in China, 2019-2030E

Period	CAGR
2019-2024	12.2%
2024-2030E	9.7%



Source: public data, Frost & Sullivan analysis

## The Competitive Landscape of Posture Correction Product Market in China

- Based on the revenues of “babaka”, the Group ranked the first in China’s posture corrector products market in 2024. The Chinese posture correction product market in 2024 is highly fragmented, with the top four companies: Babaka (27.2%, RMB 0.5 billion), Company H (8.5%, 0.2 billion), Company I (5.8%, 0.1 billion), and Company J (3.2%, 0.1 billion), collectively holding just 44.7% market share, while the remaining 55.3% is divided among numerous more minor players.

### The Competitive Landscape of Posture Correction Product Market in China, 2024

Ranking	Company	2024 Revenue (Billion RMB)	Market Share (%)
1	Babaka	0.5	27.2%
2	Company H	0.2	8.5%
3	Company I	0.1	5.8%
4	Company J	0.1	3.2%
Others			55.3%

- Company H is founded in 2014 and headquartered in South Central China. It is a technology-driven healthcare and healthy lifestyle solutions provider.
- Company I is founded in 1902 and headquartered in the United States. It is a diversified technology innovation enterprise with products spanning multiple sectors including industry, household goods, transportation, construction, commerce, education, as well as electronics and communications. The company was listed on the New York Stock Exchange in 1950.
- Company J is founded in 2014 and headquartered in North China. The company is a comprehensive fitness solutions provider delivering integrated services including exercise coaching, athletic nutrition planning, and performance gear purchases.

Note: The revenue disclosed represent market players' domestic revenue from posture corrector products in 2024.

Source: Expert interview, Frost & Sullivan analysis

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28

## Contents

- 1 Overview of Global Home Care Medical Devices Market
- 2 Overview of Global Home Rehabilitation Aid Products Market
- 3 Overview of Global Medical Care Supplies Market
- 4 Overview of Global Home Health Monitoring Products Market
- 5 Overview of Global Home Respiratory Support Products Market
- 6 Overview of TCM Physiotherapy Products Market in China

## Characteristics and Classification of Medical Care Supplies

• Medical care supplies refer to various single-use medical products used for examination, diagnosis, treatment, and nursing. These specifically include the following categories: dressings/adhesive plasters, masks, gloves, medical protective clothing, gauze/bandages, cotton balls/cotton swabs/cotton pads, disinfection products, oral care products, etc. Designed for single use, these products are produced under standardized sterile conditions and play a critical role in clinical operations, such as infection prevention and control, wound care, and diagnostic assistance. They serve as essential products that ensure operational safety and service quality in medical care settings.

Classification	Products	Characteristics and Functions
<b>Dressing Products</b>	Dry or impregnated gauze, plastic films, gels, foams, sterile dressings, etc.	Dressings are used to cover and protect wounds or secure medical products, with functions such as hemostasis, antibacterial action, and promoting healing.
<b>Masks and Respiratory Protection Products</b>	Disposable masks, N95 masks, etc.	Disposable protective items that were designed to cover the nose and mouth, filtering airborne particles, droplets, or microorganisms.
<b>Gloves and Medical Protective Clothing</b>	gloves, safety glasses and shoes, earplugs or muffs, full body suits, etc.	Gloves prevent hand infections and contamination by blocking pathogens and chemicals, while medical protective clothing acts as a physical barrier against infectious agents. Together, they provide essential protection during medical procedures.
<b>Gauze/Bandages and Cotton Balls</b>	Sterile gauze pads, elastic bandages, adhesive bandages, etc.	Gauze and bandages are used to cover wounds, secure dressings, apply pressure for hemostasis, and support injured areas. Cotton balls aid in disinfecting wounds and applying ointments. As basic consumables, all three play key roles in wound care and supportive treatment in medical settings.
<b>Medical Cleaning and Disinfection Products</b>	Disinfectant wet wipes, spray-type disinfectant, cotton swabs, etc.	Medical disinfectants are products designed to prevent infection and ensure the safety of medical environments and equipment by killing or inhibiting pathogens such as bacteria, viruses, and fungi.
<b>Oral Care Products</b>	Disposable oral care kits, sponge sticks, dental floss, etc.	Oral care consumables are disposable tools used for the prevention, treatment, and daily care of oral health conditions.

Source: public data, Frost & Sullivan analysis

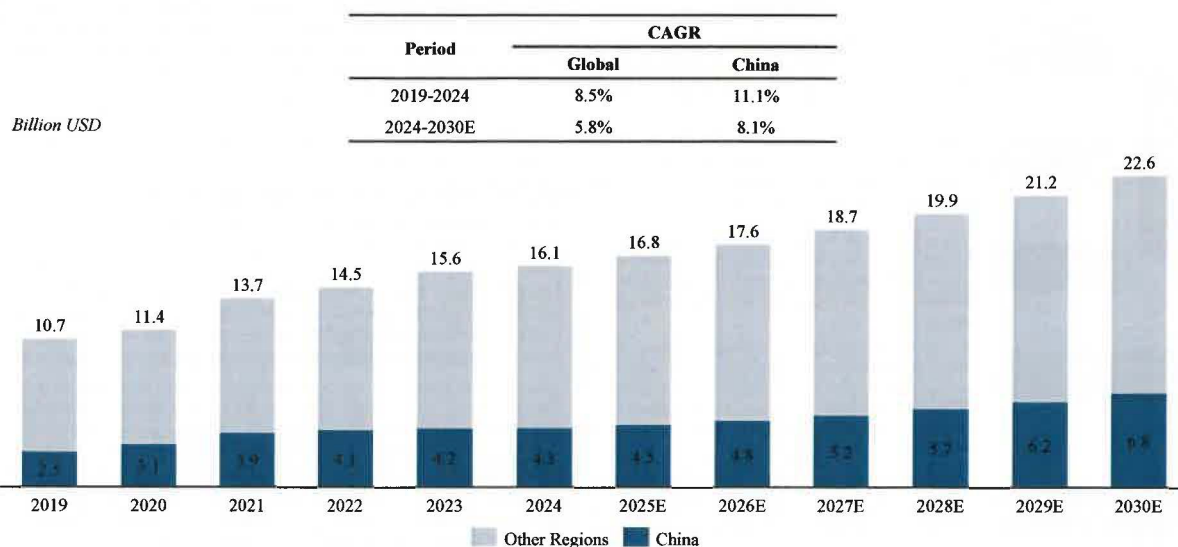
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30

## Global and China's Medical Care Supplies Market, 2019-2030E

• Medical care supplies encompass products essential for examination, diagnosis, treatment, and nursing, including dressings, bandages, masks, etc. Produced under sterile standards, these items are critical for infection control, wound care, and clinical support. In terms of revenue, the global market expanded from USD 10.7 billion in 2019 to USD 16.1 billion in 2024. It is projected to reach USD 22.6 billion by 2030 (CAGR of 5.8%). Meanwhile, China's market grew from USD 2.5 billion in 2019 to USD 4.3 billion in 2024 (CAGR of 11.1%). Driven by rising demand for wound care and chronic disease management, the market is expected to reach USD 6.8 billion by 2030.

### Global Home Medical Care Supplies Market, 2019-2030E



Source: Expert interview, Frost & Sullivan analysis FROST & SULLIVAN

31

# Competitive Landscape of Medical Care Supplies Industry in China, 2024

- In 2024, the competitive landscape of China's medical care supplies market is characterized by a "fragmented and dispersed" pattern, with a relatively low industry concentration.

## Competitive Landscape of China's Medical Care Products Industry, 2024

Ranking	Company	2024 Revenue (Billion RMB)	Market Share (%)
1	Company D	1.43	4.7%
2	Company K	0.98	3.2%
3	Company L	0.87	2.9%
4	The Group	0.80	2.6%
5	Company A	0.71	2.3%
	Others	25.51	84.2%

- Company K is founded in 1994 and headquartered in East China. It is an integrated medical and healthcare enterprise combining R&D, manufacturing, and sales to foster synergistic development across the industry. The company was listed on the Shanghai Stock Exchange in 2018.
- Company L is founded in 2002 and headquartered in Central China. It is a company specializing in R&D, manufacturing, and sales of single-use medical consumables and hygiene products. The company was listed on the Shenzhen Stock Exchange in 2019.

Note: The revenue disclosed represent market players' domestic revenue from medical care supplies in 2024.

Source: Expert interview, Frost & Sullivan analysis

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32

## Definition and Classification of Ostomy Care Products, Target Population, and Analysis of Application Scenarios

- An ostomy bag is a container designed to collect human bodily waste, such as urine and feces, and is intended for use by patients who have undergone ostomy surgery, including those with colostomies, urostomies, or ileostomies. Proper use of an ostomy bag after surgery can facilitate recovery and improve the healing process. In recent years, with the increasing incidence and surgical volume of diseases such as colorectal cancer, bladder cancer, and inflammatory bowel disease, the market size of ostomy care products in China has been steadily growing.

### Classification and Definition

Classification	Description
Ostomy bag	<b>Closed-end bag</b> The bottom is sealed, non-drainable, and designed for single use to be discarded after each application. It is suitable for patients with less frequent bowel movements, such as those with a colostomy.
	<b>Drainable bag</b> A drainage outlet is located at the bottom of the pouch, allowing it to be emptied and reused. It is suitable for patients with frequent discharge or loose stools, such as those with an ileostomy.
	<b>Urostomy bag</b> A urostomy pouch is a specialized ostomy pouch used for collecting urine. It is suitable for patients whose urinary output has been redirected from the bladder to the surface of the abdominal skin due to disease or surgery.
<b>Ostomy Skin Barrier Film</b> Ostomy skin barrier film is a transparent film or spray applied to the skin surface surrounding the ostomy. It forms a protective layer before the ostomy pouch is affixed, preventing irritation from excreta and reducing damage caused by frequent removal of adhesives.	
<b>Other Ostomy Accessory Product</b> These products, such as skin barrier powder, cleansing wipes, leak-proof rings, and support belts, are used to enhance comfort and sealing, prevent leakage, and reduce skin irritation.	

### Application Scenarios

**Postoperative Care:** Ostomy care products are widely used for patients recovering from surgeries related to colorectal cancer, rectal cancer, bladder cancer, and similar conditions. These products assist in the collection of feces or urine, help prevent infection, and protect skin. During the early postoperative stage, there are heightened requirements for product sealing performance, adhesion strength, and skin protection. Auxiliary materials such as ostomy powder and skin barrier films are often used in conjunction to reduce the risk of postoperative complications.

**Chronic Disease Management:** For patients with chronic conditions such as inflammatory bowel disease, neurogenic bladder, fecal incontinence, or enterocutaneous fistula, ostomy care products provide long-term excretory support. These patients have higher demands for product durability, comfort, and deodorization. To enhance quality of life, they often rely on auxiliary products such as barrier rings, leak-proof strips, and deodorants.

**Home Care:** Long-term ostomy patients, particularly the elderly or those in postoperative recovery, enter the home care stage after hospital discharge, where there is a heightened emphasis on the ease of use, convenience of replacement, and wearing comfort of ostomy care products. During this phase, care is often provided by family members or caregivers, requiring products that offer secure adhesion, leak-proof design, and suitability for multi-day wear. These features are essential to ensure that home-based care is safe, cost-effective, and sustainable.

Source: Frost & Sullivan analysis

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33

## Demand Analysis of Ostomy Care Products in China

- With the intensification of population aging and the improved postoperative survival rates of major diseases, the population in need of ostomy products continues to expand. Ostomy patients mainly include individuals who have undergone intestinal or urinary diversion surgery, patients with chronic functional disorders, elderly individuals, and special-needs groups such as children. These groups differ significantly in terms of physical condition, self-care ability, and psychological acceptance, placing higher demands on the performance of products and the quality of accompanying services.

### Demand Market Continues to grow

#### I. Changes in Population and Disease Structure Drive Market Growth

With the acceleration of population aging and the improvement in survival rates of major diseases, the population of ostomy patients is steadily expanding. Taking colorectal cancer and bladder cancer as examples, both of which are characterized by high incidence and high postoperative survival rates, these conditions represent the primary indications for ostomy surgery.

In China, there are an estimated one million patients with permanent intestinal ostomies, with approximately 100,000 new cases added each year, showing a pattern of rapid growth. In addition to other ostomy patients, as well as individuals with chronic diseases and functional disorders, this has formed a large and steadily growing consumer base, generating long-term and sustained market demand for ostomy care products.



#### II. Shift from Hospital-Based Care to Home Care Drives Demand for Auxiliary Products

There is a clear trend of medical resources extending toward the home and community, with at-home recovery becoming the mainstream model for patient care. Individuals or families have become the primary users and purchasers of ostomy care products. Long-term ostomy patients, who must independently or with the assistance of family members manage daily care, place greater demands on product wearability, affordability, and ease of replacement.

This shift has driven increased demand for products that are easy to use, highly safe, and broadly compatible with various patient needs. At the same time, it has also led to growing demand for auxiliary products such as deodorants, leak-proof rings, skin barrier films, and support belts.

Source: Frost & Sullivan analysis

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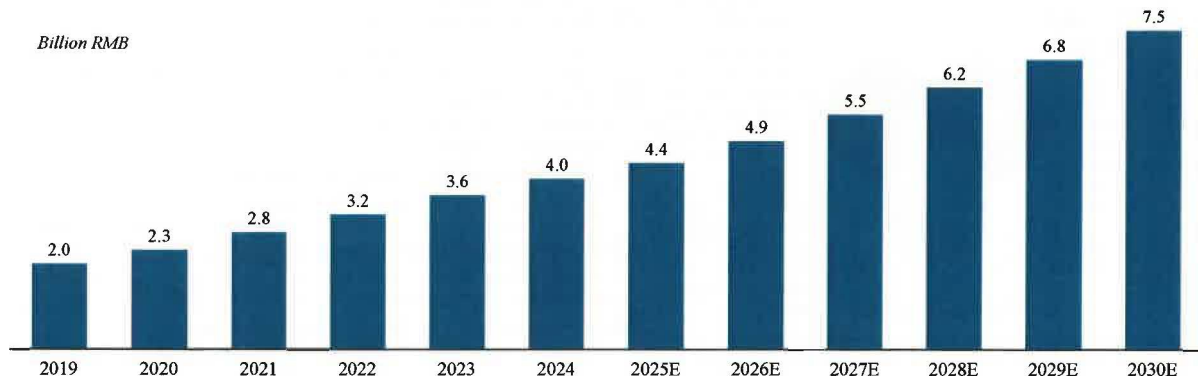
34

## Ostomy Care Products Market in China, 2019-2030E

- Ostomy bags are essential medical containers for patients following surgeries such as colostomies, urostomies, or ileostomies. Proper pouch use is critical to postoperative recovery and long-term quality of life. The market in China is expanding steadily, driven by the rising incidence of colorectal cancer, bladder cancer, and inflammatory bowel disease. China's ostomy care products market valued RMB 4.0 billion in 2024, and is projected to reach RMB 7.5 billion by 2030 (11.0% CAGR). Through continued R&D investment, domestic enterprises are rapidly increasing their market share by enhancing product performance, service quality, and cost efficiency.
- In terms of online sales revenue of ostomy care products in 2024, the Group ranked the first among domestic companies in China.

Ostomy Care Products Market in China, 2019-2030E

Period	CAGR
2019-2024	14.9%
2024-2030E	11.0%



Source: Expert interview, Frost & Sullivan analysis

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35

- 1 Overview of Global Home Care Medical Devices Market
- 2 Overview of Global Home Rehabilitation Aid Products Market
- 3 Overview of Global Medical Care Supplies Market
- 4 Overview of Global Home Health Monitoring Products Market
- 5 Overview of Global Home Respiratory Support Products Market
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## Characteristics and Classification of Home Health Monitoring Products

Home health monitoring products are characterized by intelligence, portability, and multifunctionality. They are primarily used to collect and analyze personal health data, assisting users in health management and early warning. The main categories include electrocardiogram (ECG) monitoring, blood pressure monitoring, blood glucose monitoring, blood oxygen monitoring, body temperature monitoring, weight/body fat monitoring, and multi-parameter health monitoring products.

### Definition and Characteristics of Home Health Monitoring Products

**Intelligence**  
Many home health monitoring products feature capabilities for data collection, storage, analysis, and cloud transmission. By connecting to mobile apps or health management platforms, they enable real-time data synchronization and trend analysis.

**Portability**  
Home products are generally compact and lightweight, allowing users to carry them conveniently or use them at home without professional assistance. They are suitable for daily monitoring of special populations such as the elderly and patients with chronic diseases.

**Multifunctionality**  
Currently, many products not only support the monitoring of single indicators but also integrate multiple detection functions. For example, a single product may measure blood pressure, blood glucose, and heart rate simultaneously.

Source: Frost & Sullivan analysis

### Classification of Home Health Monitoring Products

- 1 **Electrocardiogram (ECG) Monitoring Products**
  - Products used for recording heart rate and rhythm at home and detecting electrocardiographic abnormalities, such as portable electrocardiographs.
- 2 **Blood Pressure Monitoring Products**
  - Products designed for regular blood pressure measurement and assisting in hypertension management, such as home electronic blood pressure monitors.
- 3 **Blood Glucose Monitoring Products**
  - Products used to monitor blood glucose levels and assist in diabetes management, such as glucometers and continuous glucose monitoring patches.
- 4 **Oximeter Products**
  - Products used to measure blood oxygen saturation and pulse rate, such as fingertip pulse oximeters.
- 5 **Body Temperature Monitoring Products**
  - Products used for rapid body temperature measurement to assist in fever screening, such as electronic thermometers and infrared forehead thermometers.
- 6 **Weight and Body Fat Monitoring Products**
  - Products used to monitor body weight, body fat percentage, and other body composition metrics, such as smart body composition scales.
- 7 **Multi-parameter Health Monitoring Products**
  - Products that comprehensively collect multiple health indicators (such as blood pressure, electrocardiogram, blood oxygen, etc.) within a single terminal.

## Demand Analysis of Home Health Monitoring Products in China

• China's national market demand for health monitoring products is driven by multiple factors such as the high incidence of chronic diseases, aging population, rising health awareness, and public health events, etc. Core monitoring products such as blood pressure, blood glucose, and blood oxygen have become the family's regular tools, and health management products are also rapidly gaining popularity among young people, showing a fast-growing and diversified development trend in the overall market.

### High Prevalence of Chronic Disease Drives Core Imperative

• With the continued rise in the prevalence of chronic diseases in China, the demand for Home Health Monitoring Products has grown significantly. As an important tool in the daily management of hypertensive patients, the demand for blood pressure monitoring is robust. Currently, there are more than 300 million hypertensive patients in China, and they are mainly concentrated among the elderly and people at high risk of cardiovascular and cerebrovascular diseases. Long-term and regular blood pressure monitoring not only helps to assess the efficacy of medication and lifestyle interventions, but has also become a rigid demand for family health management. In terms of blood glucose monitoring, there are more than 150 million diabetic patients in China, and a large number of pre-diabetic people also need frequent blood glucose monitoring. Along with the promotion of weight management drugs such as GLP-1 products, the number of people who are concerned about blood glucose changes is further expanding, driving the market growth of related monitoring equipment. The demand for oxygen monitoring covers patients with respiratory diseases and cardiovascular diseases. Patients with chronic obstructive pulmonary disease, bronchial asthma, pneumonia, and other diseases, as well as patients with atherosclerosis, myocardial infarction, and other cardiovascular diseases, need to monitor oxygen saturation regularly to assist in the assessment of the condition and early warning of complications. Meanwhile, the demand for oxygen monitoring equipment from travelers in highland areas and sports rehabilitation groups has also remained stable, reflecting diversified market demand.

### Demographic Change and Increased Health Awareness Drive Growth

• As China enters a stage of deep population aging, the growing elderly population has made vital sign monitoring a critical component of chronic disease prevention and home-based care. In home settings, demand is rising for the monitoring of key physiological indicators such as blood pressure, ECG, blood oxygen, and body temperature, driving rapid development of multi-parameter health monitoring products. At the same time, younger populations are becoming increasingly health-conscious, showing strong interest in lifestyle-related metrics such as body weight, body fat percentage, and sleep quality. The widespread adoption of smart health products—such as body composition scales and fitness trackers—among younger users has given rise to an emerging market for general wellness monitoring, reflecting a broader shift toward life cycle-oriented health management.

### Policy and Public Health Events Catalyze Market Expansion

• China's continued advancement of hierarchical diagnosis and treatment reform, along with efforts to strengthen primary healthcare service capacity, has provided strong policy support for the widespread adoption of remote health monitoring. Through initiatives such as family doctor contract services, community-based follow-up management, and the development of smart healthcare systems, home use monitoring products—such as ECG monitors and blood pressure monitors—are becoming deeply integrated with medical information platforms, forming a closed-loop health management system that enhances the continuity and precision of healthcare services. In parallel, the ongoing enhancement of the public health system has significantly raised public awareness of health monitoring. Products such as thermometers and pulse oximeters are increasingly becoming standard household health tools, driving the home health monitoring market from optional supplementation toward standardized adoption, and resulting in rapid growth in both market size and user base.

Source: Frost & Sullivan analysis

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38

## Analysis of the Market Development Trend of Home Health Monitoring Products in China

• Home health monitoring products in China are accelerating in the direction of integration, intelligence, and platform, through the fusion of multiple parameters, AI empowerment, and ecosystem building, gradually realizing the transformation from passive recording to active intervention, and helping family health management to upgrade comprehensively.

### Upgrading From Single-Parameter Measurement To Multi-Parameter Integrated Systems

• China's home health monitoring product market is undergoing a transition from single-function products to integrated multi-parameter systems. Traditional single-point measurement tools are gradually being replaced by advanced monitoring solutions that combine multiple functions—such as blood pressure, blood oxygen, and electrocardiogram (ECG) monitoring—into a single product. These multi-functional products better meet the complex health management needs of patients with chronic conditions, enhancing both the comprehensiveness and convenience of monitoring. At the same time, with the continuous refinement of industry standards, data compatibility and interoperability across products have significantly improved, facilitating seamless connectivity and communication between different products and creating a closed-loop data system for home-based health monitoring. This standardization of data not only enables coordinated operation among in-home products but also lays a solid foundation for the development of telemedicine services and electric health management platforms.

### Transitioning From Passive Recording To Proactive Health Intervention

• In the evolution of health monitoring technology, product functions are changing from purely passive data recording to active health intervention. Based on risk identification and personalized assessment by artificial intelligence technology, and through in-depth learning and analysis of users' historical health data, health monitoring products can achieve multi-dimensional functions such as abnormality early warning, health trend prediction, and risk scoring, which significantly improves the ability to intervene in the early stage. This intelligent processing effectively supports the concept of prevention-oriented chronic disease management. At the same time, the monitoring products are continuously optimized at the algorithm level and are gradually able to adapt to the user's sleep, exercise, medication, and other practical application scenarios, providing dynamic health assessment and personalized intervention recommendations, thus enhancing the product's service attributes and user experience.

### Expanding From Standalone Products To Smart Home Health Ecosystems

• Home Health Monitoring Products are evolving from traditional standalone products toward integrated smart home health ecosystems. Centered around intelligent hardware, these solutions are increasingly extending to a wide range of supporting services, including mobile applications, cloud platforms, telemedicine consultations, and pharmaceutical delivery. This shift enables the creation of integrated product-service solutions that enhance user engagement and extend product lifecycle value. Driven by China's hierarchical diagnosis and treatment system and the "Internet Plus Healthcare" policy, home health monitoring products are rapidly integrating with family doctor services and primary healthcare platforms. This integration supports real-time data transmission, remote follow-ups, and the development of personalized health records, ultimately strengthening the capacity of primary care and advancing the systematization of health management.

Source: Frost & Sullivan analysis

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39

## Global and China's Home Health Monitoring Products Market, 2019-2030E

- Home health monitoring devices mainly include blood pressure monitoring devices, blood glucose monitoring devices, blood oxygen monitoring devices, body temperature monitoring devices, etc..
- In terms of revenue, the global home health monitoring market grew from USD 16.4 billion in 2019 to USD 24.0 billion in 2024. It is projected to reach USD 34.9 billion by 2030. Driven by an aging population, rising chronic disease rates, and greater health awareness, China's home health monitoring market grew from USD 3.0 billion to USD 5.4 billion between 2019 and 2024. It is expected to hit USD 9.1 billion by 2030, reflecting a CAGR of 9.0%.
- China's vast chronic disease population drives a surging demand for home health monitoring devices. With over 300 million hypertension patients requiring regular blood pressure tracking, and more than 150 million diabetics needing frequent glucose monitoring. This demand is further amplified by growing prediabetic individuals, and health-conscious consumers focused on weight management. Additionally, pulse oximeters have become essential tools for long-term respiratory and cardiac care. Beyond their critical role in managing conditions like COPD, asthma, and pneumonia, these devices are increasingly used by health-conscious seniors for early detection and daily health maintenance.

### Global and China's Home Health Monitoring Products Market, 2019-2030E



Source: Expert interview, Frost & Sullivan analysis FROST & SULLIVAN

40

## Competitive Landscape of Home Health Monitoring Product Market in China, 2024

- The provided data reveals a highly fragmented competitive landscape in China's home health monitoring product market for 2024, where the vast majority (82.5%) of the market is held by a long tail of numerous smaller companies. The market is clearly led by domestic players, with Company C and Company A occupying the top two positions with 6.3% and 5.2% market share, respectively, and a significant revenue lead over their competitors.

### Competitive Landscape of China's Home Health Monitoring Product Industry, 2024

Ranking	Company	2024 Revenue (billion RMB)	Market Share (%)
1	Company C	2.45	6.3%
2	Company A	2.03	5.2%
3	Company B	0.98	2.5%
4	Company M	0.85	2.2%
5	The Group	0.49	1.3%
<b>Others</b>		<b>32.0</b>	<b>82.5%</b>

- Company M is founded in 1888 and headquartered in the United States. It is a medical and healthcare products company with product lines in nutritional supplements, pharmaceuticals, medical devices, diagnostic instruments, and reagents. The company was listed on the New York Stock Exchange in 1929.

Note: The revenue disclosed represent market players' domestic revenue from home health monitoring devices in 2024.

Source: Expert interview, Frost & Sullivan analysis FROST & SULLIVAN

41

## Overview of Electric Thermometers

- An electric thermometer is a temperature measurement product that uses sensors or electronic circuits to detect human body temperature and display the results electrically. It features ease of operation, rapid measurement, and intuitive readings. Electric thermometers can be classified by measurement site, design form, and measurement method. Compared to traditional glass thermometers, they offer enhanced safety and user-friendliness. Widely used in households, medical facilities, and public spaces, they are essential tools for modern health monitoring.

### Definition and Features of Electric Thermometers



An electric thermometer is an electronic product that senses body temperature via sensors or circuits and displays the measurement electrically. It is widely used for daily health monitoring at home, clinical diagnostics, and temperature screening in public spaces.

#### Key Features:

- **Rapid measurement:** Typically completes within 10 seconds to 1 minute.
- **Safe to use:** Mercury-free design eliminates breakage and contamination risks.
- **Clear readings:** Electric display, with some models featuring backlight and fever alerts.
- **Wide applicability:** Suitable for infants, the elderly, and chronic patients.
- **Functional diversity:** Some support data logging and smartphone synchronization.

- ❑ Compared to traditional glass thermometers, electric models offer faster readings, more transparent displays, and enhanced safety, but have limitations in accuracy, durability, and reliance on batteries. Non-contact types may be affected by environmental factors.

### Classification of Electric Thermometers

#### By Measurement Site

- **Axillary:** Placed under the armpit, measures temperature via skin surface sensor; commonly used.
- **Oral:** Positioned under the tongue to measure oral temperature directly.
- **Rectal:** Inserted into the rectum, highly accurate but less commonly used.

#### By Design

- **Rigid probe:** Common household type, used for axillary and oral measurements.
- **Flexible probe:** Soft, bendable tip allowing multi-angle measurement at various sites (oral, axillary, rectal).
- **Pacifier type:** Specifically designed for infants.

#### By Measurement Method

- **Contact type:** Includes axillary and oral thermometers for precise measurement.
- **Non-contact type:** Forehead and ear thermometers, suitable for infants and public screening.

Source: Frost & Sullivan analysis

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42

## Demand and Drivers Analysis of Electric Thermometers in China

- Under the combined influence of demographic shifts, rising health awareness, supportive policies, and technological advancement, China's electric thermometer market is experiencing steady demand growth, expanded usage scenarios, and diversified product development. The market holds substantial potential for continued growth and industrial upgrading.

### ◆ Demand Analysis of Electric Thermometers in China

Population Aging Fuels Basic Health Monitoring Needs



- As China's aging population accelerates, the prevalence of chronic and multiple comorbidities increases, raising the need for routine vital sign monitoring. Electric thermometers, known for their ease of use and intuitive readouts, are well-suited to support elderly self-care at home. Their penetration in household caregiving and eldercare institutions is steadily increasing, making them a key component of age-friendly health management.

Rising Health Awareness Drives Household Adoption



- With public health awareness shifting from reactive treatment to proactive prevention, portable health monitoring tools have gained widespread acceptance. Due to their non-invasive, rapid, and efficient nature, electric thermometers are increasingly becoming standard household products, especially for children, pregnant women, and sub-healthy populations. Their frequent use reflects growing consumer demand for accessible, high-frequency temperature monitoring.

### ◆ Driving Factors Analysis of Electric Thermometers in China

Policy Initiatives Accelerate Transition to Electric Products



- China's regulatory push for safer and eco-friendly medical products has led to strict restrictions on the production and distribution of mercury thermometers. By 2026, the manufacture and sale of mercury-based products will be fully banned, significantly shrinking their market share. Concurrently, the government is offering tax incentives and R&D subsidies to electric thermometer manufacturers, promoting the shift toward safer, greener, and smarter solutions. These policies are accelerating the replacement of traditional thermometers across public health, education, and primary care sectors.

Technological Advancements Expand Application Scenarios



- Continuous innovation in temperature-sensing technology has improved electric thermometers in terms of accuracy, measurement methods, and user experience. Product categories have expanded to include infrared, ear, forehead, and smart-connected products. As various application settings demand different features—such as speed, hygiene, and form factor—manufacturers are refining their product lines to meet increasingly segmented user needs. This virtuous cycle of technological progress and application expansion is driving deeper market penetration in both consumer and professional sectors.

Source: Frost & Sullivan analysis

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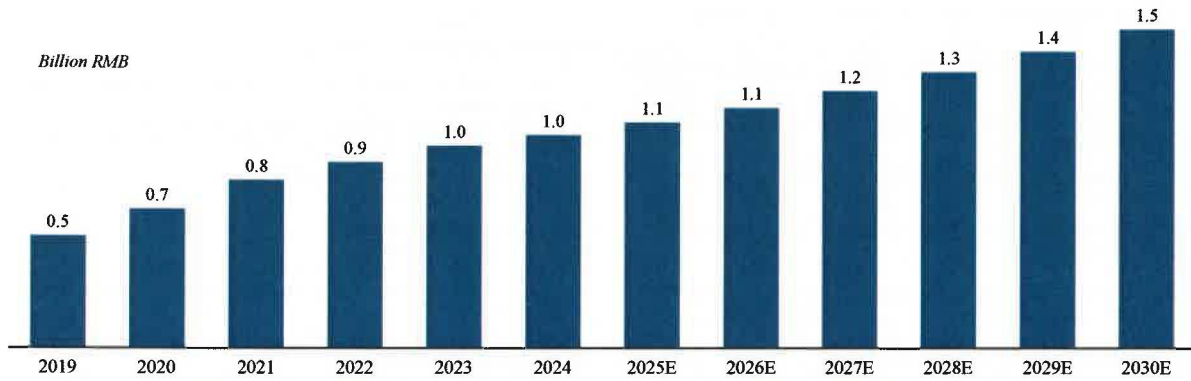
43

## Electric Thermometer Market in China, 2019-2030E

- From 2019 to 2024, the digital thermometer market in China increased from RMB0.5 billion to RMB1.0 billion, representing a CAGR of 13.7%. The digital thermometer market in China is projected to grow at a CAGR of 7.0%, reaching RMB1.5 billion by 2030. In 2024, the Group ranked the second with a sales revenue of RMB80 million from digital thermometer products in the market.

Electric Thermometer Market in China, 2019-2030E

Period	CAGR
2019-2024	13.7%
2024-2030E	7.0%



Source: Expert interview, Frost & Sullivan analysis

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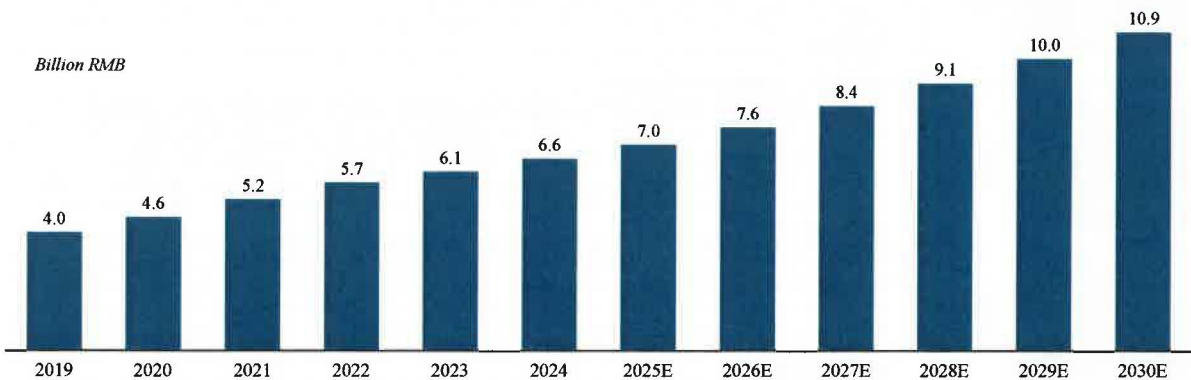
44

## Home Blood Glucose Testing Product Market in China, 2019-2030E

- Due to the high comorbidity between diabetes and hyperuricemia, there is rising demand in China for integrated testing solutions. China's blood glucose market grew from RMB 4.0 billion in 2019 to RMB 6.6 billion in 2024, with a projected CAGR of 8.8% to reach RMB 10.9 billion by 2030. Dual-test devices can provide simultaneous measurements, significantly enhance clinical efficiency while reduce the burden on users. As patients increasingly prioritize precision and convenience, the market for dual-test solutions is poised for steady, long-term growth.

Home Blood Glucose Testing Product Market in China, 2019-2030E

Period	CAGR
2019-2024	10.2%
2024-2030E	8.8%



Source: Expert interview, Frost & Sullivan analysis

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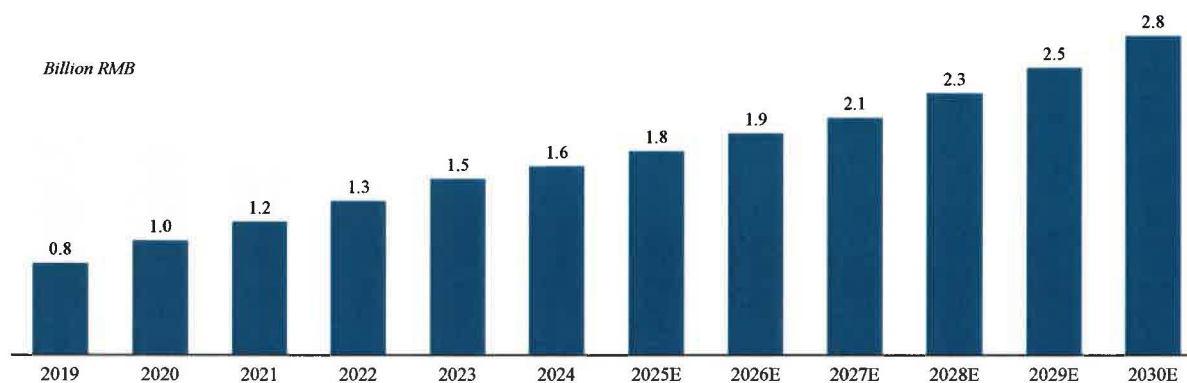
45

## Home Uric Acid Testing Products Market in China, 2019-2030E

- From 2019 to 2024, the home uric acid testing product market in China increased from RMB 0.8 billion to RMB 1.6 billion, representing a CAGR of 15.6%. The market is projected to grow at a CAGR of 9.1%, reaching RMB 2.8 billion by 2030.

### Home Uric Acid Testing Products Market in China, 2019-2030E

Period	CAGR
2019-2024	15.6%
2024-2030E	9.1%



Source: Expert interview, Frost & Sullivan analysis

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46

## Definition and Classification of Blood Glucose and Uric Acid Dual-testing Products, Analysis of Target Populations and Application Scenarios

- Blood glucose and uric acid dual-testing products refer to integrated testing products capable of simultaneously measuring blood glucose and uric acid levels in the human body. These products primarily include testing instruments (blood glucose and uric acid dual-testing products) along with supporting consumables such as test strips and lancets. Through a single blood sampling procedure, dual-indicator testing can be achieved, making it widely applicable in home health monitoring, chronic disease management, and primary healthcare screening.

Blood glucose and uric acid dual-testing products are typically sold in the form of product bundles comprising multiple items.

The blood glucose and uric acid dual-testing products are home or clinically used diagnostic products capable of simultaneously measuring blood glucose and blood uric acid levels. It typically operates through the use of disposable test strips and fingertip blood sampling, delivering rapid results. Its primary purpose is to provide an integrated and convenient monitoring solution for patients with metabolic chronic diseases such as diabetes and hyperuricemia.

Blood glucose and uric acid dual-testing strips are single-use consumables designed for use with blood glucose and uric acid meters. By placing a drop of fingertip blood onto the sensing area of the strip, the product measures blood glucose or uric acid levels based on enzymatic reactions, electrochemical principles, or similar detection mechanisms. There are both single-indicator test strips for glucose or uric acid and two-in-one strips capable of measuring both indicators simultaneously.

The lancing product is a pen-shaped blood sampling instrument used in conjunction with single-use sterile lancets. It is a manually triggered, spring-loaded product designed to assist in collecting capillary blood samples from peripheral parts of the body. It mainly consists of a lancing pen cap, lancet with safety cover, lancet holder, plunger, release button, and spring-loaded rod.

Single-use lancets are sterile medical instruments designed for the rapid and safe collection of blood samples. Typically composed of a needle, protective cover, and connecting components, they are intended for one-time use only, effectively reducing the risk of cross-contamination. Featuring simple operation, they are suitable for various applications such as venous blood collection and blood glucose monitoring.

Primary Application Scenarios and Target Populations of Blood Glucose and Uric Acid Dual-testing Products

### Target Populations

- blood glucose and uric acid dual-testing products are suitable for a wide range of individuals who require monitoring of blood glucose and uric acid levels, particularly patients with diabetes, hyperuricemia, or gout.
- At the same time, middle-aged and elderly individuals with chronic conditions such as metabolic syndrome, obesity, hypertension, and hyperlipidemia also constitute a major user group for these products.
- For high-risk populations with a family history of related diseases or unhealthy lifestyles, regular use of blood glucose and uric acid products for indicator testing can facilitate early detection of abnormalities and timely intervention.
- In addition, health-conscious young individuals, athletes, and those in sub-healthy conditions are also emerging as potential users.

### Application Scenarios

In-home settings, blood glucose and uric acid dual-testing products provide users with a convenient and efficient means of daily health monitoring, enabling patients to independently track changes in their blood glucose and uric acid levels without relying on medical institutions. Patients with diabetes or gout can, through regular testing, adjust their dietary structure, medication regimen, and lifestyle habits, thereby enhancing the proactivity and accuracy of disease management. For middle-aged and elderly individuals as well as high-risk populations, blood glucose and uric acid products serve as essential household products that continuously monitor health status and reduce the risk of complications.

Source: Frost & Sullivan analysis

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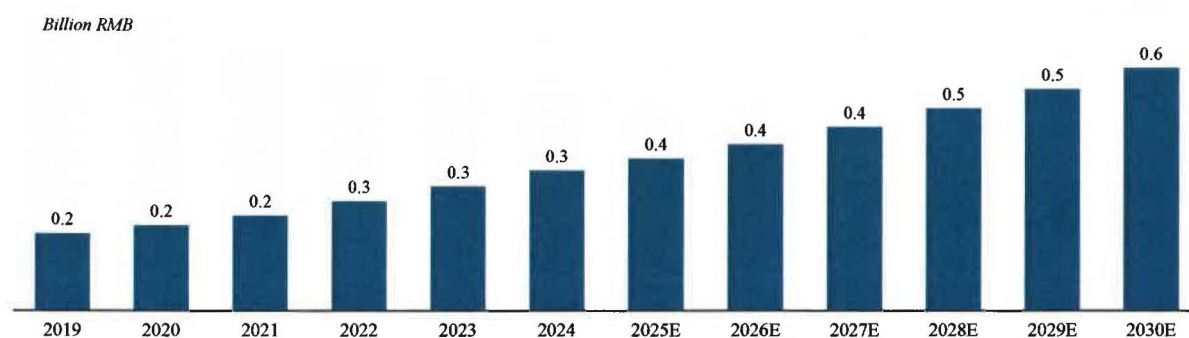
47

## Home Blood Glucose and Uric Acid Dual-testing Products Market in China, 2019-2030E

- From 2019 to 2024, the home blood glucose and uric acid dual-testing products market in China increased from RMB 0.2 billion to RMB 0.3 billion. As the elderly population grows, increasing awareness of health management and higher disposable income among residents are projected to drive the home blood glucose and uric acid dual-testing products market in China to a CAGR of 9.6%, reaching RMB 0.6 billion by 2030.
- In 2024, the home blood glucose and uric acid dual-test product in China reached RMB 0.3 billion, accounting for 0.9% of the home health monitoring devices market in China. The market is projected to grow at a CAGR of 9.6%, reaching RMB 0.6 billion by 2030.

### Home Blood Glucose and Uric Acid Dual-testing Products Market in China, 2019-2030E

Period	CAGR
2019-2024	12.7%
2024-2030E	9.6%



Source: Expert interview, Frost & Sullivan analysis

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48

## Contents

- 1 Overview of Global Home Care Medical Devices Market
- 2 Overview of Global Home Rehabilitation Aid Products Market
- 3 Overview of Global Medical Care Supplies Market
- 4 Overview of Global Home Health Monitoring Products Market
- 5 Overview of Global Home Respiratory Support Products Market
- 6 Overview of TCM Physiotherapy Products Market in China

# Characteristics and Classification of Home Respiratory Support Products

• Home respiratory support products are mainly divided into three categories: ventilators, oxygen concentrators, and nebulizers. These are used to assist or replace spontaneous breathing, provide high-concentration oxygen, and alleviate respiratory symptoms, and are widely applied in the treatment of acute and chronic respiratory diseases as well as in home care settings.

## Definition and Characteristics



Home respiratory support products are a category of products designed for household use to assist or replace spontaneous breathing, supply high-concentration oxygen, and alleviate respiratory symptoms. They are primarily used for the treatment and home care of acute and chronic respiratory diseases.

### Scenario Adaptability

Specifically designed for home settings, they are used in the treatment of acute and chronic respiratory diseases, home care, and long-term management of chronic conditions, assisting patients in maintaining normal respiratory function, improving quality of life, and meeting the needs of daily household use.

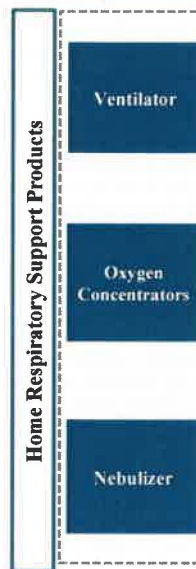
### Functional Specificity

The three categories of products have clearly defined functions. Ventilators focus on ventilation support, addressing the problem of insufficient respiratory drive; oxygen concentrators emphasize delivering high-concentration oxygen to supplement oxygen supply; and nebulizers specialize in medication atomization to alleviate localized respiratory symptoms, precisely matching different respiratory needs.

### Ease of Use

Some products, such as home nebulizers and portable oxygen concentrators, feature compact and lightweight designs as well as ease of operation, lowering the threshold for home use and facilitating patients' daily care and long-term disease management.

## Classification



Ventilators are classified into three types: life-support products, non-life-support products, and sleep apnea treatment products. Life-support products provide or enhance pulmonary ventilation for patients dependent on ventilators; sleep apnea treatment products are suitable for respiratory disorders such as snoring and obstructive sleep apnea syndrome.

By working principle, oxygen concentrators can be classified into molecular sieve oxygen concentrators, electronic oxygen concentrators, chemical oxygen concentrators, and oxygen-enriched membrane oxygen concentrators. In recent years, molecular sieve oxygen concentrators have rapidly dominated the oxygen supply market due to their low cost, ease of use, high oxygen concentration, and safe portability.

Home nebulizers are predominantly vibrating mesh nebulizers, with some users opting for home jet nebulizers and ultrasonic nebulizers. Featuring compactness, portability, and ease of operation, they are well-suited for daily household care and the long-term management of chronic patients. They are particularly applicable for routine home relief of respiratory conditions such as chronic cough, asthma, and rhinitis.

Source: Frost & Sullivan analysis

# Demand Analysis of Home Respiratory Support Products in China

• The demand for home respiratory support products originates from the continuously expanding patient population with respiratory diseases, as well as the rigid needs for home care, long-term oxygen therapy, and ventilation assistance during disease diagnosis and treatment. With the growth in patient numbers and increased awareness of disease recognition and treatment, product demand will continue to expand in scale and application scenarios, driving sustained industry development while simultaneously imposing higher requirements for product adaptability and accessibility.

### Demand Driven by Disease Status

The current disease landscape is the core driver of rising demand for home respiratory support products in China. Chronic obstructive pulmonary disease (COPD), characterized by persistent airflow limitation, is a preventable and treatable condition. The number of COPD patients has steadily increased, rising from 104.4 million in 2019 to 111.9 million in 2024, with a compound annual growth rate of 1.4%, and is expected to reach 120.5 million by 2030. Among these, patients with severe or very severe disease ( $FEV_1 \leq 50\%$  of predicted value) and those in the post-acute exacerbation recovery phase have urgent needs for long-term home oxygen therapy (LTOT) and non-invasive ventilation. Such patients require home oxygen concentrators to maintain blood oxygen saturation ( $\geq 90\%$  at rest) and ventilators to improve ventilation function. Home care demand from severe patients alone accounts for over 35% of the market demand.

Obstructive sleep apnea (OSA) refers to recurrent collapse or obstruction of the upper airway during sleep, causing apnea or hypopnea accompanied by snoring, disrupted sleep architecture, frequent oxygen desaturation, and daytime sleepiness. In 2024, the number of OSA patients in China reached 210 million (with a 1.7% compound annual growth rate from 2019 to 2024), yet diagnosis and treatment rates remain below 1%, far lower than the 20% in the United States. With the expanding obese population (260 million obese individuals in China in 2024) and accelerated aging, patient numbers are expected to increase to 219.4 million by 2030. This population has a strong and rigid demand for home sleep ventilators—data shows that after OSA patients use home ventilators, nighttime hypoxia events can be reduced by over 90%, with a potential market demand scale exceeding hundreds of billions of yuan.

Meanwhile, changing attitudes have also fueled growth in demand for home respiratory products in China. Increasing health awareness among residents and heightened attention to respiratory health encourage proactive seeking of solutions when respiratory issues are detected, thereby expanding the potential consumer base. Furthermore, with rising economic levels, consumers' willingness and ability to invest in health have improved, making them more willing to purchase high-quality home respiratory products, thereby driving market demand growth.

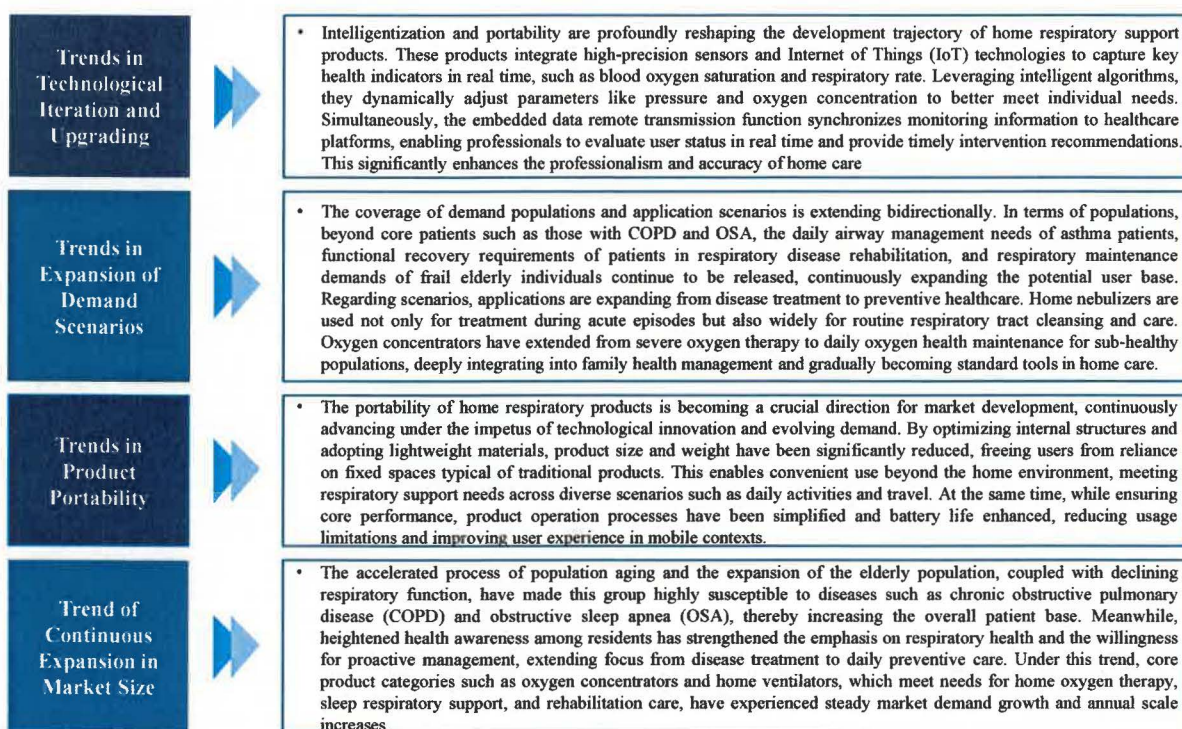
### Demand Triggered by Accelerating Population Aging

The profound changes in population structure have provided significant growth momentum for the demand for home respiratory support products in China. On one hand, the process of population aging continues to deepen, with the proportion of elderly individuals in the total population steadily increasing. As age advances, various bodily functions gradually decline, and weakened respiratory function makes the elderly a high-risk group for respiratory diseases such as chronic obstructive pulmonary disease (COPD) and obstructive sleep apnea (OSA). Consequently, demand for products such as home oxygen concentrators and ventilators rises accordingly. These products are used both for daily respiratory health maintenance and for home treatment and management of related diseases.

On the other hand, influenced by lifestyle changes and other factors, the obese population continues to expand. Obesity is a major risk factor for obstructive sleep apnea, directly leading to an increase in the number of patients with this condition. This further stimulates the market demand for targeted products such as home ventilators, driving continuous expansion of consumption scenarios for related products.

Source: Frost & Sullivan analysis

## Future Trends of Home Respiratory Support Products in China



Source: Frost & Sullivan analysis

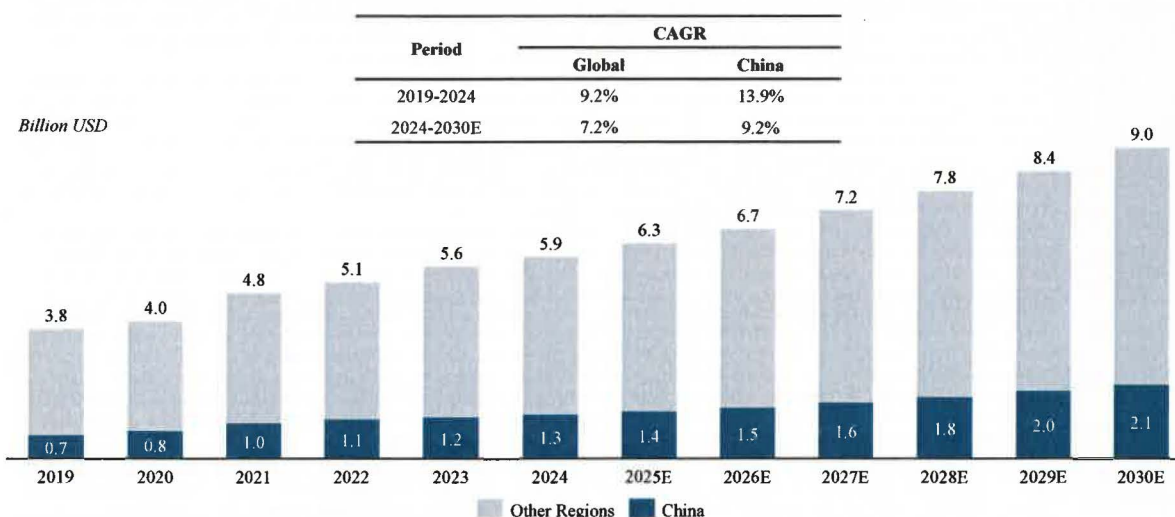
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52

## Global and China's Home Respiratory Support Products Market, 2019-2030E

- In terms of revenue, the global home respiratory support market expanded from USD 3.8 billion in 2019 to USD 5.9 billion in 2024. It is projected to reach USD 9.0 billion by 2030, representing a CAGR of 7.2%. Driven by a rising prevalence of chronic respiratory diseases and increased health awareness, China's home respiratory support market grew from USD 0.7 billion to USD 1.3 billion between 2019 and 2024. The market is expected to hit USD 2.1 billion by 2030.
- China's respiratory care market is fueled by a rapidly growing patient base. The number of COPD patients is projected to hit 120.5 million by 2030. Meanwhile, the market for sleep disorders presents a greater untapped potential: the current diagnosis and treatment rate remains below 1%, a stark contrast to the 20% rate in the U.S.

Global and China's Home Respiratory Support Products Market, 2019-2030E



Source: Expert interview, Frost & Sullivan analysis FROST & SULLIVAN

53

## Competitive Landscape of the Home Respiratory Support Product Market in China

- In 2024, China's home respiratory support products market exhibits a pattern of "leading players concentration and intense brand competition."

### Competitive Landscape of the Home Respiratory Support Product Market in China, 2024

Ranking	Company	2024 Revenue (billion RMB)	Market Share (%)
1	Company A	1.93	21.4%
2	Company N	1.26	14.0%
3	Company O	0.83	9.2%
4	Company P	0.75	8.3%
5	Company C	0.51	5.7%
6	Company Q	0.30	3.3%
7	The Group	0.27	3.0%
8	Company R	0.25	2.8%
	Others	3.0	37.4%

- Company N is founded in 1989 and headquartered in the United States. It is a company primarily engaged in the development, production, and sales of respiratory care equipment. The company was listed on the New York Stock Exchange in 1995.
- Company O is founded in 2001 and headquartered in North China. It is a manufacturer of medical devices and consumable products in the field of respiratory health. The company was listed on the Shenzhen Stock Exchange in 2022.
- Company P is founded in 1891 and headquartered in Netherlands. It is a multinational medical device company primarily engaged in the production of lighting equipment, household appliances, and medical systems. The company was listed on the New York Stock Exchange in 1987.
- Company Q is founded in 2005 and headquartered in East China. It is a home appliance manufacturing and sales company. The company was listed on the Shanghai Stock Exchange in 1993.
- Company R is founded in 1999 and headquartered in North China. It is a company primarily engaged in the research, development, production, and sales of medical devices. The company was listed on the Shenzhen Stock Exchange in 2009.

Note: The revenue disclosed represent market players' domestic revenue from home respiratory support products in 2024.

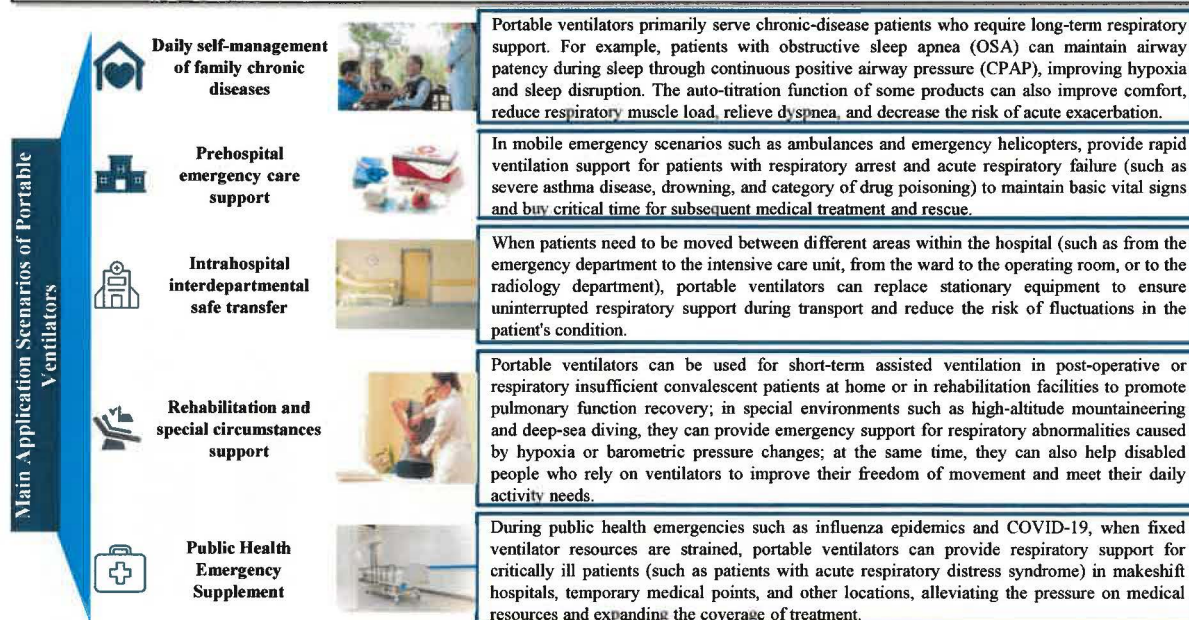
Source: Expert interview, Frost & Sullivan analysis

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54

## Definition and Application Scenarios Analysis of Portable Ventilators

- A portable ventilator is a small, lightweight, and mobile respiratory support product that assists or replaces spontaneous human breathing through mechanical means to help patients maintain normal gas exchange (oxygen inhalation and carbon dioxide exhalation). Compared to traditional large medical ventilators, it has the characteristics of strong portability, relatively simple operation, and low energy consumption. It is usually powered by batteries or external power sources and is suitable for respiratory support needs in non-fixed scenarios.



Source: Frost & Sullivan Analysis

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55

# Demand Analysis of Portable Ventilators in China

The demand for portable ventilators mainly stems from two aspects: essential medical needs and expanded application scenarios. In terms of essential medical needs, patients with chronic respiratory diseases such as obstructive sleep apnea-hypopnea syndrome, chronic obstructive pulmonary disease, and interstitial lung disease require long-term respiratory support, while critically ill patients with acute respiratory distress syndrome and severe asthma disease rely on them to maintain vital signs during emergency transport. In the field of expanded application scenarios, the needs of patients with neuromuscular diseases for respiratory support in daily activities, the emergency treatment needs for diseases caused by special environments such as high altitude and diving, and the supplementary needs of temporary medical points in public health emergencies are all driving the continuous development of portable ventilators in terms of function optimization and application scope to meet diverse medical and health needs.



- In clinical treatment and emergency scenarios, portable ventilators are critical products for maintaining patients' lives and health. On the one hand, for patients with chronic respiratory dysfunction, portable ventilators play a long-term and continuous supporting role. For example, obstructive sleep apnea-hypopnea syndrome (OSAHS) is a common sleep-related breathing disorder in which patients experience repeated apnea and hypopnea during sleep due to the collapse of soft tissues in the upper airway, leading to nocturnal hypoxemia and sleep structure disturbance. Continuous positive airway pressure (CPAP) can open up the collapsed airway through constant airflow pressure, effectively improving the patient's breathing condition. Chronic obstructive pulmonary disease (COPD) is a lung disease characterized by persistent airflow limitation, usually caused by long-term smoking, air pollution, and other factors. Patients in the acute exacerbation phase may experience increased dyspnea, increased cough and sputum production, and other symptoms. At the same time, patients in the stable phase also experience a gradual decline in respiratory function. Bilevel positive airway pressure (BiPAP) technology can provide different pressures during the inspiratory and expiratory phases, helping patients reduce respiratory muscle fatigue and reduce the frequency of acute attacks and hospitalization rates.
- On the other hand, in the field of emergency care, portable ventilators undertake urgent and critical treatment tasks. Acute respiratory distress syndrome (ARDS) is a clinical syndrome caused by intrapulmonary or extrapulmonary factors, characterized by refractory hypoxemia. Patients develop widespread inflammation and edema in the lungs, leading to a rapid deterioration of respiratory function. During transport, portable ventilators can provide stable oxygenation support for patients through precise adjustment of oxygen concentration and ventilation mode. Status asthmaticus refers to the rapid deterioration of asthma disease patients' condition, with severe dyspnea, and conventional drug treatment cannot effectively relieve it. Persistent airway spasm and mucus plugging lead to severe ventilation insufficiency. At this time, portable ventilators can help patients get through the dangerous period.



- With the diversified development of medical scenarios, portable ventilators have demonstrated their irreplaceable role in special medical needs and extreme environments. In the field of neuromuscular diseases, patients with amyotrophic lateral sclerosis (ALS) and myasthenia gravis (MG) experience ventilation dysfunction due to respiratory muscle weakness, making portable ventilators an essential product for maintaining daily activity and quality of life. In special environmental medicine, patients with high-altitude pulmonary edema (HAPE) and high-altitude cerebral edema (HACE), as well as those with decompression sickness caused by diving operations, require emergency oxygen therapy and pressure support through portable ventilators.
- In addition, in public health emergencies (such as the COVID-19 pandemic), portable ventilators, as a supplement to fixed medical resources, can meet the transitional respiratory support needs of patients with mild to grade II respiratory insufficiency in makeshift hospitals and temporary quarantine sites, effectively alleviating the strain on medical resources.

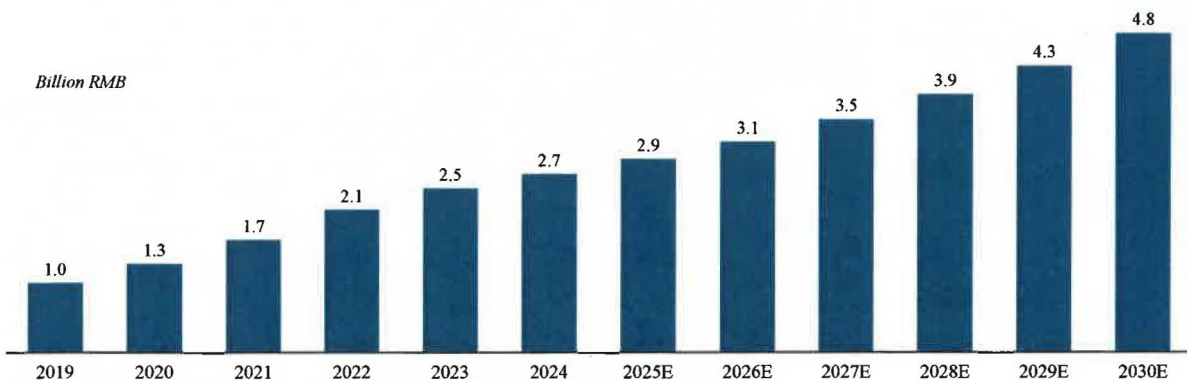
Source: Frost & Sullivan Analysis

## Home Ventilator Market in China

As public awareness of respiratory care grows, the improved diagnosis and management of chronic conditions, such as OSA and COPD, have catalyzed a surge in demand for home-based respiratory support. From 2019 to 2024, the home ventilator market in China increased from RMB1.0 billion to RMB2.7 billion, representing a CAGR of 20.8%. The market is projected to grow at a CAGR of 10.2%, reaching RMB4.8 billion by 2030.

Home Ventilator Market in China, 2019-2030E

Period	CAGR
2019-2024	20.8%
2024-2030E	10.2%



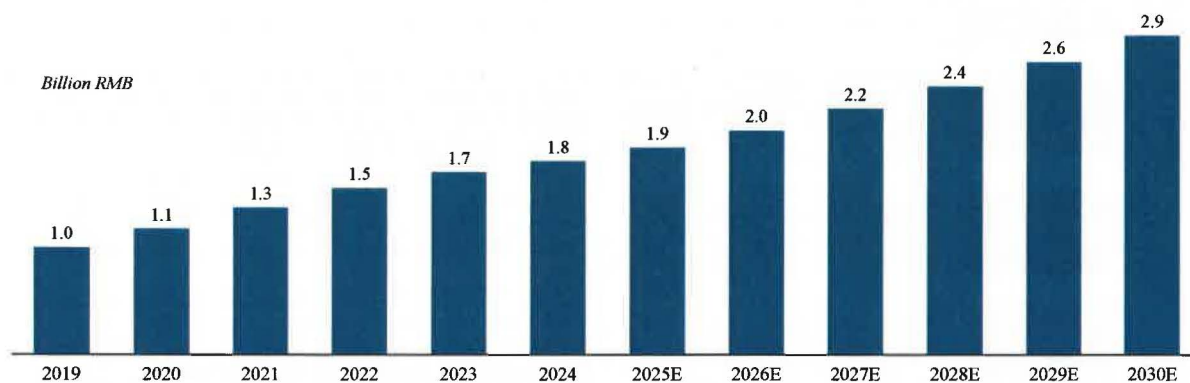
Source: Expert interview, Frost & Sullivan analysis

## Home Oxygen Concentrators Market in China

- Home oxygen concentrators are suitable for various populations suffering from hypoxemia, including patients with chronic respiratory diseases, cardiovascular and cerebrovascular disorders, as well as specific groups requiring oxygen therapy for health maintenance. The treatment needs of these populations are expected to further drive the demand for home oxygen concentrators. From 2019 to 2024, the home oxygen concentrator market in China grew from RMB 1.0 billion to RMB 1.8 billion. The market is projected to grow at a CAGR of 8.7%, reaching RMB 2.9 billion by 2030.

Home Oxygen Concentrators Market in China, 2019-2030E

Period	CAGR
2019-2024	12.6%
2024-2030E	8.7%



Source: Expert interview, Frost & Sullivan analysis

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58

## Contents

- 1 Overview of Global Home Care Medical Devices Market
- 2 Overview of Global Home Rehabilitation Aid Products Market
- 3 Overview of Global Medical Care Supplies Market
- 4 Overview of Global Home Health Monitoring Products Market
- 5 Overview of Global Home Respiratory Support Products Market
- 6 Overview of TCM Physiotherapy Products Market in China

# Characteristics and Classification of Traditional Chinese Medicine (TCM) Physiotherapy Products

• Traditional Chinese medicine (TCM) physiotherapy utilizes natural or artificial physical factors to interact with the body, triggering beneficial responses for disease prevention and treatment. It is a crucial component of rehabilitation therapy. These physical stimuli, through both direct effects on local areas and indirect impact on the nervous and humoral systems, help regulate blood circulation, speed up metabolism, promote tissue repair, balance nervous system functions, boost immunity, eliminate pathogenic factors, and improve pathological conditions—ultimately aiding in disease recovery.

	Classification	Products	Characteristics and Functions
Home Traditional Chinese Medicine Physiotherapy Products	Physiotherapy devices	Infrared physiotherapy devices, electromagnetic therapy devices, pulse therapy devices, medium frequency therapy devices, etc.	Physiotherapy devices combine meridian theory with modern technologies like electrical stimulation, heat, moxibustion, and infrared. They help unblock meridians, dispel cold and dampness, relieve fatigue, and regulate qi and blood.
	Warm Moxibustion Products	Portable moxibustion instrument, electric moxibustion box, self-heating moxibustion patch, moxibustion cushion, etc.	Moxibustion products are home health products that use heat to stimulate acupoints, helping regulate qi, unblock meridians, dispel cold, and boost vitality—ideal for those with cold constitutions and older people.
	Cupping Devices	Household vacuum cupping product, electric cupping product, etc.	Cupping devices are home therapy tools based on traditional Chinese cupping therapy. They create negative pressure on the skin, allowing the cups to adhere to specific body areas for treatment.
	Consumable Products	Disposable sterile acupuncture needles, electrode patches, moxibustion patches, plaster series, etc.	TCM physiotherapy consumables are disposable or replaceable materials used to support products, enhance treatment, and ease operation in therapies like moxibustion, gua sha, cupping, hot compress, and magnetic therapy.
	Massager	Smart massager, eye protector, shoulder and neck massager, waist and back massager, scraping tools, etc.	Traditional Chinese massage products combine traditional Chinese medicine principles with modern techniques like vibration and heat to relieve pain, boost circulation, and support overall health.

Source: public data, Frost & Sullivan analysis

## Demand Analysis of TCM Physiotherapy Products in China

• The large populations of middle-aged and elderly individuals, sub-healthy groups, and chronic disease patients in China have driven robust demand for traditional Chinese medicine physiotherapy products. Health care TCM products, characterized by gentle treatment processes and effective relief of chronic pain, have gradually gained consumer recognition. The sustained growth in demand for home Chinese medicine therapy products in China is primarily driven by multiple factors, including population aging, high prevalence of chronic diseases, and increased health awareness.

### Population Aging Drives Increased Demand for Chronic Disease Management

The incidence of chronic diseases such as arthritis, lumbar disc herniation, and peri-arthritis of the shoulder is closely related to age. With population aging, the prevalence of these diseases has increased; in China, the number of osteoarthritis patients has exceeded 100 million. Many Chinese medicine therapy products, offering functions such as heat therapy and massage, can relieve joint pain and have seen growing demand in recent years. Additionally, the large population of chronic disease patients in China requires long-term treatment and rehabilitation to alleviate symptoms, thereby driving demand for physiotherapy products that combine therapeutic and rehabilitative functions.

#### Demand Drivers

- ◆ Middle-aged and elderly populations often experience chronic conditions, including neck, shoulder, waist, and leg pain, rheumatoid arthritis, hypertension, and diabetes. Physiotherapy products have become essential tools for their daily symptom relief and as adjunctive treatments.

#### Product Demands

- ◆ For middle-aged and elderly individuals, the efficacy of Chinese medicine therapy products is crucial; these products need to effectively alleviate physical discomfort caused by chronic diseases and help prevent complications. Additionally, ease of use is important, as home-use Chinese medicine therapy products should feature simple operation suitable for this demographic.

### Large Sub-Healthy Population and Increased Family Health Awareness

Facing the fast pace of work and life pressures, many young people are in a sub-healthy state characterized by chronic fatigue, insomnia, and other symptoms. The population in sub-healthy status in China is large and increasing. This group has intense demands for daily health maintenance to relieve physical discomfort and for health management to prevent diseases, thereby driving the widespread adoption of daily home-use Chinese medicine therapy products.

#### Demand Drivers

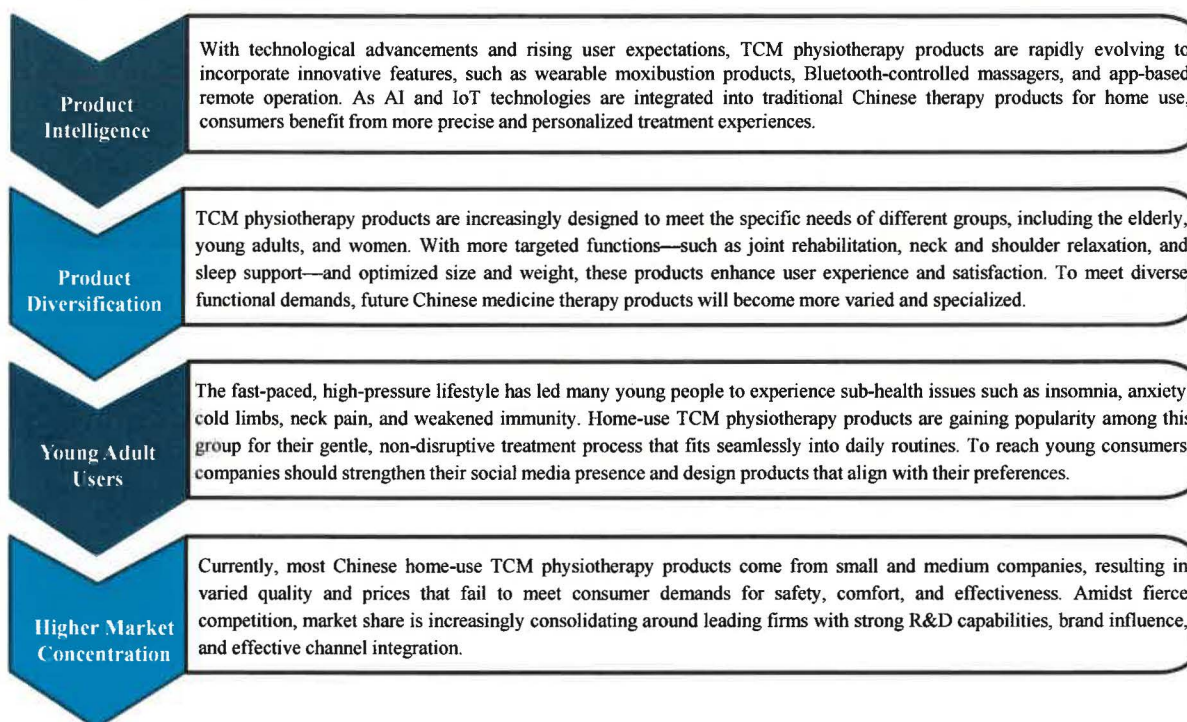
- ◆ Young people who experience prolonged sitting, high stress, and poor sleep quality commonly face sub-health issues such as fatigue, neck and shoulder stiffness, emotional tension, and cold body sensations. Traditional Chinese medicine physiotherapy products can help alleviate discomfort and regulate the body.

#### Product Demands

- ◆ Young people have specific requirements for the size and weight of home-use Chinese medicine therapy products, demanding that they occupy minimal space at home and be easy to carry. Additionally, ease of use is essential; products with gentle treatment processes can help alleviate stress.

Source: public data, Frost & Sullivan analysis

## Future Trends of TCM Physiotherapy Products in China



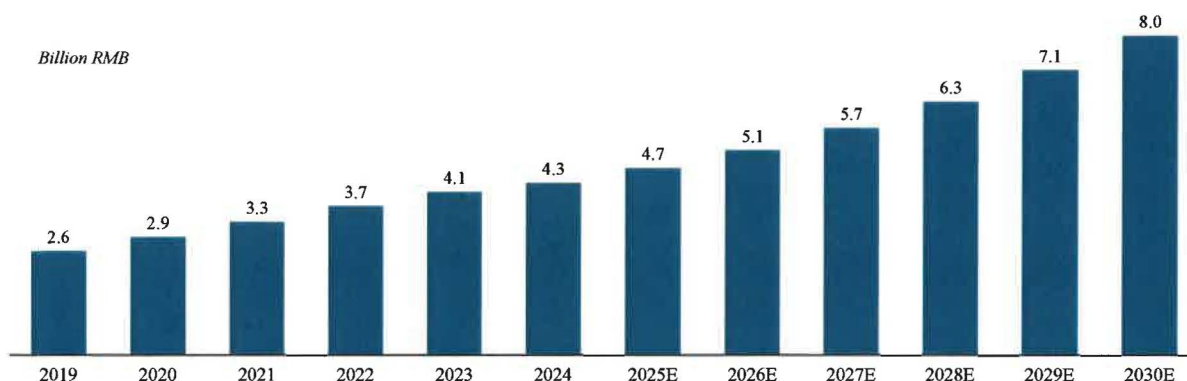
Source: public data, Frost & Sullivan analysis

## The TCM Physiotherapy Products Market in China

- TCM physiotherapy integrates natural and physical therapies to prevent and treat disease. By utilizing localized stimulation and neuro-humoral modulation, these interventions improve circulation, accelerate metabolism, and boost immune function. A rising prevalence of musculoskeletal disorders has created a surge in demand for home-based pain management, such as heat and massage therapy. In addition, young professionals suffering from work-related fatigue and sleep disorders are increasingly adopting daily wellness products.
- In terms of revenue, the home TCM physiotherapy products market in China increased from RMB 2.6 billion in 2019 to RMB 4.3 billion in 2024. The home TCM physiotherapy products market in China is projected to grow at a CAGR of 10.8%, reaching RMB 8.0 billion by 2030.

The Home Chinese Medicine Therapy Products Market in China, 2019-2030E

Period	CAGR
2019-2024	10.6%
2024-2030E	10.8%



Source: Expert interview, Frost & Sullivan analysis

# The Competitive Landscape of the TCM Physiotherapy Products Market in China

- In 2024, the TCM physiotherapy product market in China remains highly fragmented, with a low industry concentration.

## Competitive Landscape of the TCM Physiotherapy Products Market in China, 2024

Ranking	Company	2024 Revenue (Billion RMB)	Market Share (%)
1	Company S	0.42	9.8%
2	The Group	0.18	4.2%
3	Company G	0.15	3.4%
4	Company A	0.05	1.1%
<b>Others</b>		3.5	80.7%

- Company S is founded in 2000 and headquartered in South China. It is a company that integrates traditional Chinese massage therapy concepts with modern technology, primarily engaged in the R&D, manufacturing, and sales of massage products.

Note: The revenue disclosed represent market players' domestic revenue from home TCM physiotherapy products in 2024.

Source: Expert interview, Frost & Sullivan analysis

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64

## Major Cost Analysis

- The major costs of the home care medical device industry include the cost of raw materials, procurement, labor, marketing, and R&D.
- Variable Costs (Materials & Procurement): Directly linked to sales volume, these costs fluctuate based on market prices for raw materials and components. Prices are subject to external factors, including supply chain dynamics, inflation, trade policies, and geopolitical shifts.
- Fixed Costs (Labor): Primarily comprised of salaries and social insurance, labor costs are relatively rigid and exhibit minimal short-term volatility.
- Marketing & Promotion: Expenditures are allocated across both online and offline channels. As for the Group, a significant portion is dedicated to online platform fees and digital marketing.
- R&D Investment: Focused on new product development and technological iteration, R&D requires substantial upfront capital and follows a long-term return cycle.

Source: Expert interview, Frost & Sullivan analysis

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65