

The Chinese Medical Device Market: Driven by Both Growth and Value

Mass Device

China is a huge potential medical device market and companies who can focus on value may in fact be the ones best-positioned for growth.



In recent years, medical device companies in the U.S. and Europe have woken up to what pharmaceutical, industrial, and consumer goods companies have known for some time – China is a major growth opportunity. Even more recently, we've seen several well-known device companies step into the market more directly by buying domestic Chinese device companies. While China is indeed a huge potential device market, the realities of the market mean that companies who can focus on value may in fact be the ones best-positioned for growth.

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