



Conference Announcement of International Congress and Expo on Diabetic Care

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The markets for [diabetes](#) care products can be segmented as either monitoring/testing products or therapeutics products. Testing products can be further segmented by analyte for glucose, ketones, and microalbumin/albumin. Therapeutic products can also be further segmented as insulin, oral hypoglycemic agents and drugs to treat diabetic complications. Drugs to treat diabetic complications can further be segmented into anti-hypertensives, lipid-lowering drugs (for both cholesterol and triglycerides), anti-arrhythmic drugs and drugs to treat peripheral vascular diseases. Each segment of the [diabetes-care](#) market, therefore, has different dynamics and different emphases, despite the focus on a single condition (hyperglycemia) and its complications

Glucose monitors have a major consumer-marketing component. While physicians may prescribe a monitor, the patient ultimately has the choice of which monitor s/he uses. Insulin provides very little consumer choice. The treatment regimen prescribed by the physician must be followed and there are very few market options. With Eli Lilly and Novo Nordisk being the two largest producers of insulin, it is highly likely that an insulin user will wind up using one of their products. As time goes by, the options of oral insulin and more intranasal insulin products may offer insulin dependent diabetics more variety in terms of products and delivery methods.

[Hypoglycemic](#) agents abound and vary in their composition and mode of action. For the most part, advanced cases of Type 2 diabetes require more than one of these drugs in order for the patient to maintain glycemic control. Because of the wide variety of these products, there is some room for pharmaceutical companies to influence diabetics toward using their products. In the end, the physician may have the last word, but that does not mean that the patient will stay

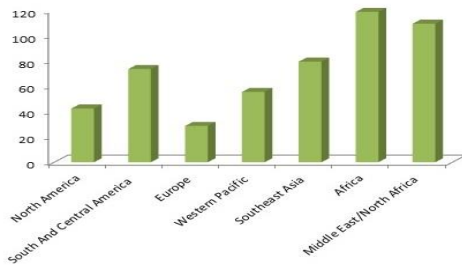
with a physician who does not acquiesce to his/her wishes.

Industry Trends

The fastest-growing segment in the U.S. [diabetes](#) market is the FGM market, which has increased dramatically in value. The high level of growth was attributed to the commercial launch of FGM. Abbott received FDA approval for FreeStyle® Libre and for FreeStyle® Libre 14 Day. The FGM market has experienced significant growth in international markets since it was first commercially launched in Europe almost ten years ago. Growth in the U.S. market is expected to follow a similar trend, primarily attributed to an expanding installed base of FGM users.

In the EU [diabetes](#) market, pricing pressure and price erosion are common occurrences, as new competitors enter the blood glucose monitoring market and pen needle markets, with low-price strategies and products. The presence of these new competitors puts downward pressure on the average selling price and has caused traditional market leaders to introduce low-priced products of their own, in order to counteract the increased competition in the segment. Tender negotiations and budgetary pressures on national healthcare expenditure also contribute to the decline in prices and have resulted in market value contractions in certain regions. It is expected that the trend of pricing pressure will continue throughout the forecast period, limiting the value of the [blood glucose](#) monitoring and the pen needle markets.

World diabetes cases expected to jump 55% by 2035



Target Audience

- Doctors, Nurses
- Diabetic Researchers
- Endocrinology specialists
- R&D Researchers from Pharma Industries
- Professors, Associate Professors, Assistant Professors
- PhD Scholars
- Young researchers
- Investment Analysts
- Association, Association presidents and professionals
- Noble laureates in Health Care and Medicine
- Software development companies
- Research Institutes and members
- Supply Chain companies
- Manufacturing Companies
- CRO and DATA management Companies
- Training Institutes
- Business Entrepreneurs.

Related Companies/Industries

- Abbott
- AMEDTEC
- AtriCure
- Bexen Cardio
- Bionet
- Biosense Webster
- Biotronik
- Boston Scientific

- BTL
- Cardiac Science
- CardiAid
- CardioLine
- Carewell
- CathVision
- Defibtech
- ERT
- Farum
- Fukuda Denshi
- GE Healthcare
- General Meditech
- Imricor Medical Systems
- JJET
- Kalamed
- Lepu Medical
- Lumed
- MDE Diagnostics
- MEDICO S.p.A.
- Medcomp.

Related Associations and Societies

- American Association of Clinical Endocrinologists
- American Diabetes Association
- Diabetes Advocacy Alliance
- Diabetes Hands Foundation
- Juvenile Diabetes Foundation International
- National Kidney Foundation
- National Institute of Diabetes and Digestive and Kidney Diseases!