

## Market insights summary

# United States pacemaker device market

## What's trending and new

### 01. Entry of the first dual-chamber leadless pacemaker

- In 2023, the FDA approved Abbott Laboratories' AVEIR DR, the first dual-chamber pacemaker system to enter the global market.
- The AVEIR DR system utilizes Abbott's proprietary i2i communication technology for synchronized, beat-to-beat communication between two leadless pacemakers, AVEIR AR and AVEIR VR.
- This approval significantly increases the number of patients in the US that can receive a leadless pacemaker. Abbott mentioned that over 80% of pacemaker patients require pacing in both the right atrium and right ventricle.

### 02. Challenging Medtronic's first-mover advantage

- Medtronic pioneered the leadless pacemaker market with the Micra, the first FDA-approved leadless single-chamber pacemaker.
- Medtronic continues to benefit from a first-mover advantage in the leadless pacemaker space. Its premium-priced Micra devices were the only such products available on the market until mid-2022, and Medtronic remains the market leader in the single-chamber leadless pacemaker market.
- The approval of Abbott's AVEIR DR dual-chamber leadless pacemaker in 2023 significantly impacted the pacemaker market, introducing new competition for Medtronic. The dual-chamber pacemaker market is larger than the single-chamber market, and as the first to bring a leadless dual-chamber pacemaker to market, Abbott Laboratories could secure substantial revenues and potentially overshadow Medtronic's current dominance.

Access more insights and data in the [report](#).  
Speak to our team to see how we can power your innovation.

## 2023 U.S. pacemaker device market snapshot

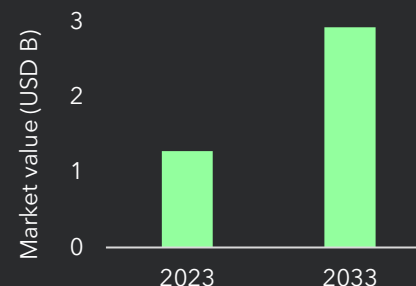
**\$1.2B**

Market revenue

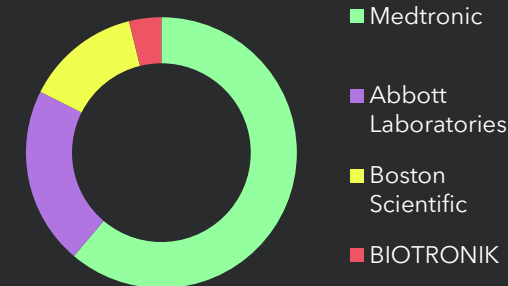
**6%**

CAGR ('19 - '33)

### U.S. pacemaker device market



### 2023 U.S. pacemaker device competitive landscape



### U.S. dual-chamber pacemaker device market

