



Medtechs continue to rebalance product portfolios



Clarivate

Many major Medtech competitors continue to invest in innovation—either through product development via internal research and development efforts or through acquiring niche competitors with innovative technologies—to target fast-growing markets. However, leaders in the medtech space also recognize the need to nurture mature markets that still generate significant revenue.

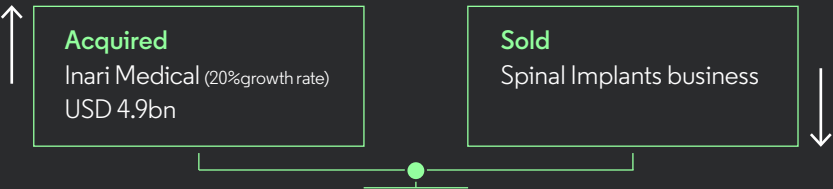
The technologies covered in the Clarivate **Medical Technologies to Watch 2024 report** included:

| | |
|--|---|
| <p>Pulsed field ablation (PFA) devices—a groundbreaking technology that offers</p> <ul style="list-style-type: none"> • Higher success rates • Shorter treatment durations compared to established treatments • Driving exponential growth in the atrial fibrillation treatment market | <p>Diabetes care and robotics, which</p> <ul style="list-style-type: none"> • Represent more sizable markets • Have generated buzz for many years • Undergoing iterative improvements and innovations |
|--|---|

This illustrates that both markets with new, innovative technologies and areas that are more mature but still profitable are worth investing in. The balance between driving expansion through innovative technologies and supporting continued revenue with established offerings will be crucial to competitors' success in the medtech market and ensure they retain a long-standing presence in this space.

Stryker Corp. Illustrated this balance act in action in January, announcing both the \$4.9bn acquisition of Inari Medical Inc and the sale of its 'challenging' spinal implants business.

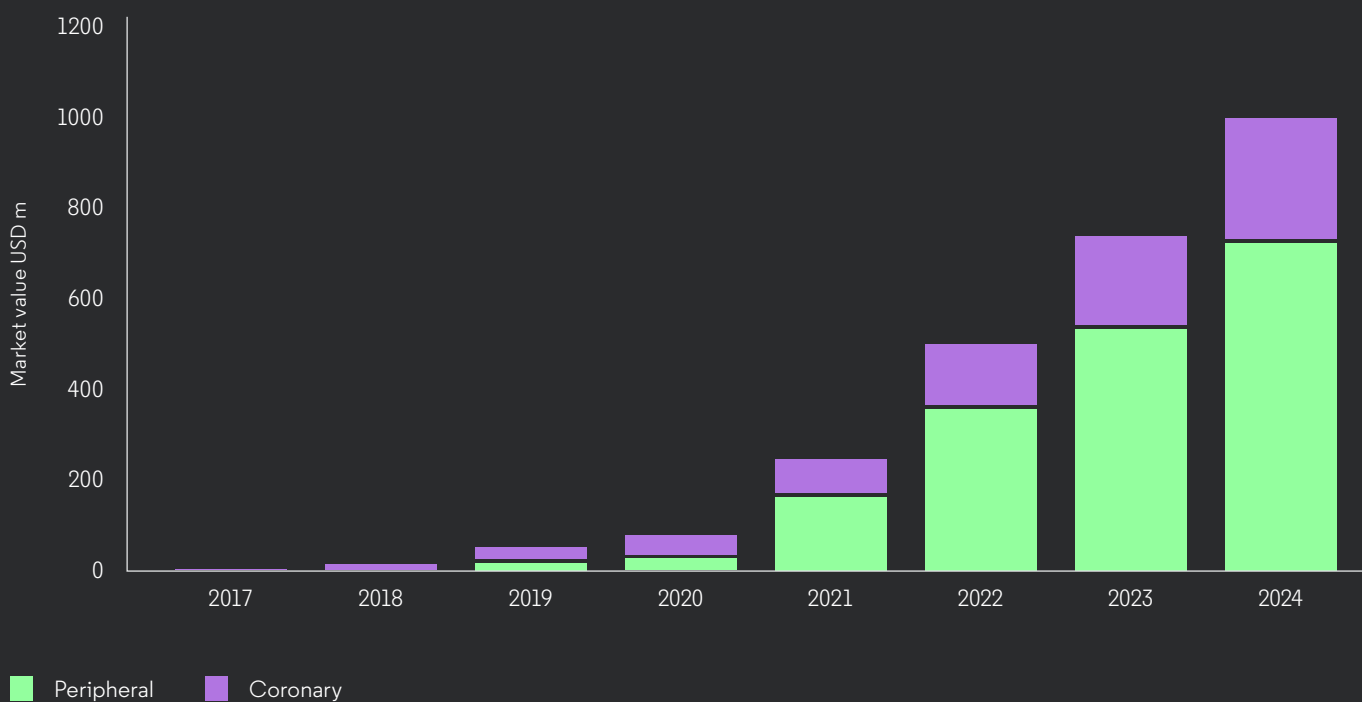
Stryker CEO Kevin Lobo noted that the sale made sense as the company has "better opportunities to invest our funds in other businesses."



Johnson & Johnson also marked its entry into the interventional cardiology and peripheral vascular devices markets when it acquired Shockwave Medical in 2024, enabling the company to strengthen its highly differentiated portfolio of interventional solutions.

Shockwave Medical currently holds the monopoly in the intravascular lithotripsy market, which has been exhibiting robust growth. The acquisition complements Johnson & Johnson's portfolio in heart recovery and electrophysiology and helps expand its geographic reach.

Figure 1: Global intravascular lithotripsy market, by indication.



Source: [Clarivate Medtech360](#)

Challenging macroeconomic factors and a continuously evolving market mean that medtech companies need to continue to be prudent about their business strategies going forward.

About Clarivate

Clarivate is a leading global provider of transformative intelligence. We offer enriched data, insights & analytics, workflow solutions and expert services in the areas of Academia & Government, Intellectual Property and Life Sciences & Healthcare. For more information, please visit clarivate.com.

Market Insights

[Medtech 360 Reports](#)

[Medtech 360 Data Explorer](#)

[DRG Medtech Competitive Intelligence](#)

Commercial Targeting

[DRG Commercial Analytics 360](#)

[E.U. Procedure Finder](#)

[Product-Procedure Analytics](#)

Market Tracking

[PriceTrack](#)

[U.S. Medical Supply Distribution](#)

[DRG Global Market Tracking](#)

[Markettrack](#)

[AMR Imaging](#)

Software

[Relatable Product Relationship Management](#)

Bioworld

[BioWorld Medtech](#)

Contact our experts today:

clarivate.com/medtech