

International Conference on Hypertension

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Hypertension Congress 2020

[Hypertension](#) Congress 2020 is a rare venue to bring together prominent scholars from around the world in the fields of cardiology, nephropathy, neuropathy, endocrinology, psychology, public health practitioners, scientists, educational scientists, and industry experts, educators to share views on state-of-the-art studies and provide the best opportunity to reach the largest gathering of participants. Displays, distributes and shares information about the current state of affairs in the treatment of [hypertension](#) and its consequences that contribute to the downfall of society. This 2-day occurrence will definitely be helpful and paves the way for the globe's development.

The benefits provided to the attendees are:

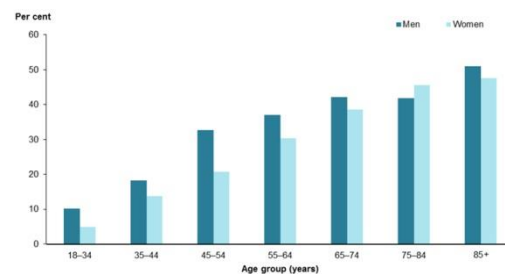
- CME accreditation certificates will be provided to all speakers, delegates and students
- Opportunity to meet world's renowned at this CME event
- Keynote forums by Prominent Physicians & Professors
- Best platform for Global business and networking opportunities
- Oral/Poster presentations by Young Researchers
- Best poster award for students

Market Analysis

According to a World Health Organization (WHO) study, [hypertension](#) is one of the twenty-first-century silent killers and one of the greatest public health concerns in the world. Hypertension contributes significantly to heart complications, stroke, heart disease, kidney failure, blindness, including premature death and disability. [Hypertension](#) is both curable and treatable, for which it is highly recommended to include public agencies, government and private

sectors, health workers, civil societies and, in addition, individual awareness.

According to WHO's report, [hypertension](#) affects more than 1.13 billion people worldwide, of which less than 1 in 5 is under management. The major contributing factors to hypertension are poor diets, lack of physical activity, alcohol and tobacco consumption. To increased the incidence by 25 percent by 2025, WHO initiated the Global Heart Initiative in 2016 together with the United States Center for Disease Control and Prevention.



Globally, high blood pressure or hypertension leads to 7.5 million death cases that share around 12.8% of all recorded death cases. [Hypertension](#) also accounts for approximately 57 million life years adjusted conditions, which is approximately 3.7 percent of the total life years adjusted. [Hypertension](#) is the primary risk factor for ischemical & haemorrhagic stroke, coronary heart disease.

In 2008, the global prevalence of [hypertension](#) in adults over 25 years of age was about 40%. The prevalence was low between 1980 and 2008. Yet, as a result of rapid population growth, the uncontrolled [hypertension](#) has grown from 600 million to 1 billion in 2008. [Hypertension](#) incidence was the highest in Africa (> 40%) and the lowest in the Americas (35%).

According to some independent firm's study, the global drug market for [hypertension](#) is valued at

\$24.7 billion in 2018 and is expected to hit around \$19.3 billion by 2029 with an annual CAGR of -2.3% between 2019 and 2029. Tacleer, Uptravi, Opsumit, Letairis, Adcirca, Revatio, Adempas, Veletri, Oremitram, Tyvaso, Remodulin are the major medicines in the market for high blood pressure. Calcium channel blockers, diuretics, beta blockers vasodilators, angiotensin conversion enzyme inhibitors, alpha blockers, angiotensin receptor blockers, and renin inhibitors are the main groups of drugs used. Actelion, AstraZeneca, Boehringer Ingelheim, Daiichi Sankyo, Johnson & Johnson, Merck & Co., Novartis, Pfizer, Sanofi Aventis and United Therapeutics are the major players on the [anti-hypertensive](#) drugs market.

According to another study, the global market for pulmonary [arterial hypertension](#) (PAH) is expected to hit \$9.3 billion in 2019-2026 with a CAGR of 5.6%. Increasing cases of PAH and federal and private funding, the production of Orphan Drug drugs for PAH is accelerating market growth.

Total sales for [cardiovascular diseases](#) will grow steadily over the next six years, reaching about \$60B in 2023. The top five major drivers of this growth will be two anticoagulants (Bristol-Myers Squibb's [BMS'] Eliquis[apixaban] and Johnson & Johnson [J&J]/Bayer's Xarelto[rivaroxaban]), a heart failure drug (Novartis's Entresto[sacubitril / valsartan]) and two drugs for pulmonary arterial [hypertension](#) (J&J's Opsumit[macitentan] and Uptravi[selexipag]). These five drugs will represent 50% of the total cardiovascular market in 2023, while Eliquis and Xarelto alone will represent 36% of the whole cardiovascular market. Drugs that reduced cholesterol were not part of this study, as they were known to be part of the clinical field of [metabolic disorders](#).

Governments are trying to minimize hospital readmissions by enforcing fines on hospitals to reduce the incidence of hospital-acquired infections (HAIs). As a result, there is a rapid increase in the adoption of home health care, remote patient tracking, and long-term care facilities. As a result, demand for [cardiovascular devices](#) from hospitals, home-based patients,

and long-term care centers are growing. In fact, the use of these tools is fueled by supportive government policies such as reimbursement coverage. As a result, growing target patient population, increased acceptance of home healthcare, and favorable government policies are some of the major factors driving the growth of the global market for [cardiovascular devices](#).

High product costs and a stringent regulatory approval process, on the other hand, are some of the prime factors that hinder market growth. Furthermore, the lack of skilled practitioners to conduct surgical procedures using advanced technologies prevents new devices from being implemented. It is expected that the global cardiac monitoring market will register a CAGR of about 4%. In 2017, North America had the highest market value. Nonetheless, during the forecast period, Middle East & Africa is expected to post the highest CAGR. [Cardiovascular diseases](#) have become one of the main causes of death and in most parts of the world they are becoming a major concern. The most common type of heart disease is [coronary heart disease](#) (CHD), with an annual death toll of more than 370,000 people. The American Heart Association (AHA) estimates that cardiovascular disease is the world's leading cause of death, causing 17.3 million deaths per year, a figure expected to grow to over 23.6 million by 2030. The Heart Foundation also reports that CVD in Australia, with 45,053 deaths attributed to CVD in the country in 2014, is a major cause of death. The global market for stroke diagnostics and therapeutics is estimated at \$23,849.39 million in 2017 and is expected to rise to \$49,698.68 million by 2026 at a CAGR of 8.5 percent over the forecast period, according to Statistics MRC. The demand is driven by factors such as technological advancement, a growing aging population, and people affected by diabetes, [high blood pressure](#). On the other hand, the demand is being filled by increasing health spending, [cardiovascular diseases](#) and growing tobacco users.

[Hypertension](#) is a chronic medical disorder that increases blood pressure to an unsolicited level. Hypertension is a chronic disease, meaning that

for the remainder of his / her life, a patient may need medicine a day. Consequently, the demand for anti-hypertensive medicine is property and may increase with an increase in the variety of patients being treated. According to the globe Review 2018 report by the respected drug company, [anti-hypertensive](#) drugs were the second largest therapy field in 2011 with global sales of over USD 40 billion.

Novartis AG, Pfizer, Inc., Johnson & Johnson Ltd., Sanofi S.A., Lupin Limited, Ranbaxy Laboratories Limited, Merck & Co., Inc., Astra Zeneca Plc,

Daiichi Sankyo Company Limited, and Takeda Pharmaceutical Company Limited are some of the key players contributing to the global [anti-hypertensive](#) drug market.

This research report analyzes this market with market segments, major geographies, and current trends in the industry. The geographies examined in this study include

- North America
- Asia Pacific
- Europe
- Rest of the World