



**DTO**

B2B Research & Strategies

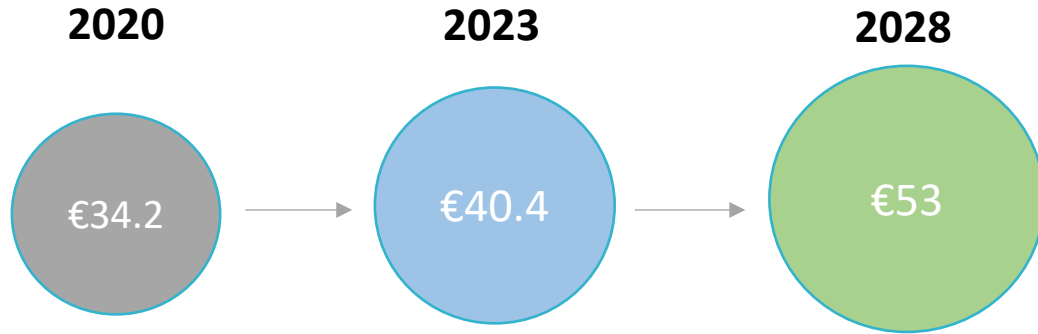
# Medical Market Snapshot

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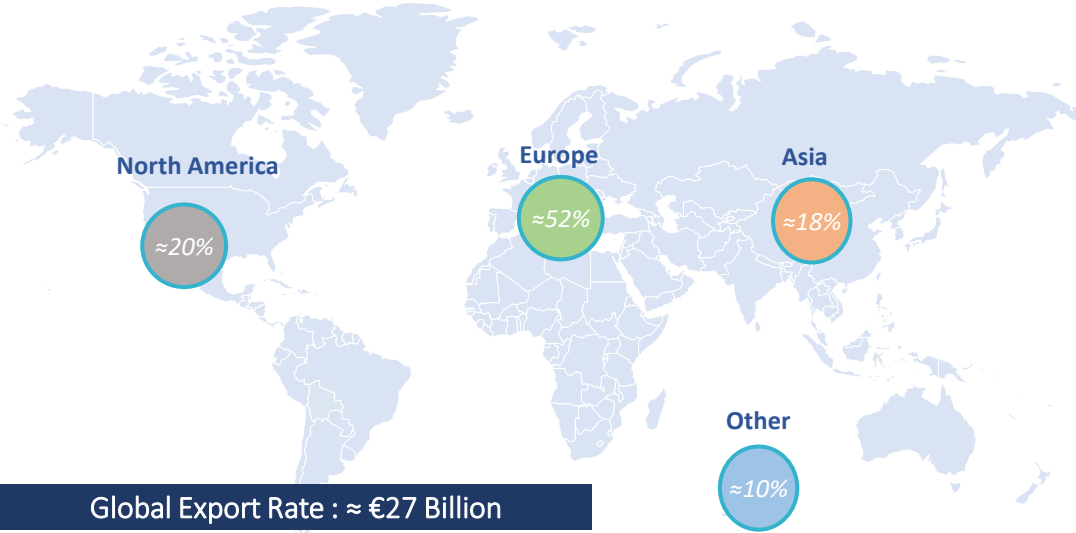
German Medical Technology Market  
2025

# The German Medical Technology Market – A Brief Overview

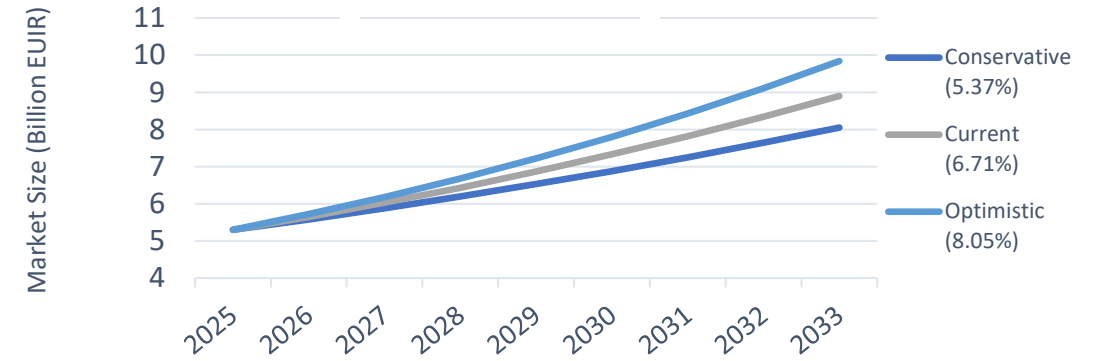
## MedTech Total Revenue Development (Billion EUR)



## Key Export Regions of German Companies (2023)



## Growth Forecasts for the German Digital Health Market

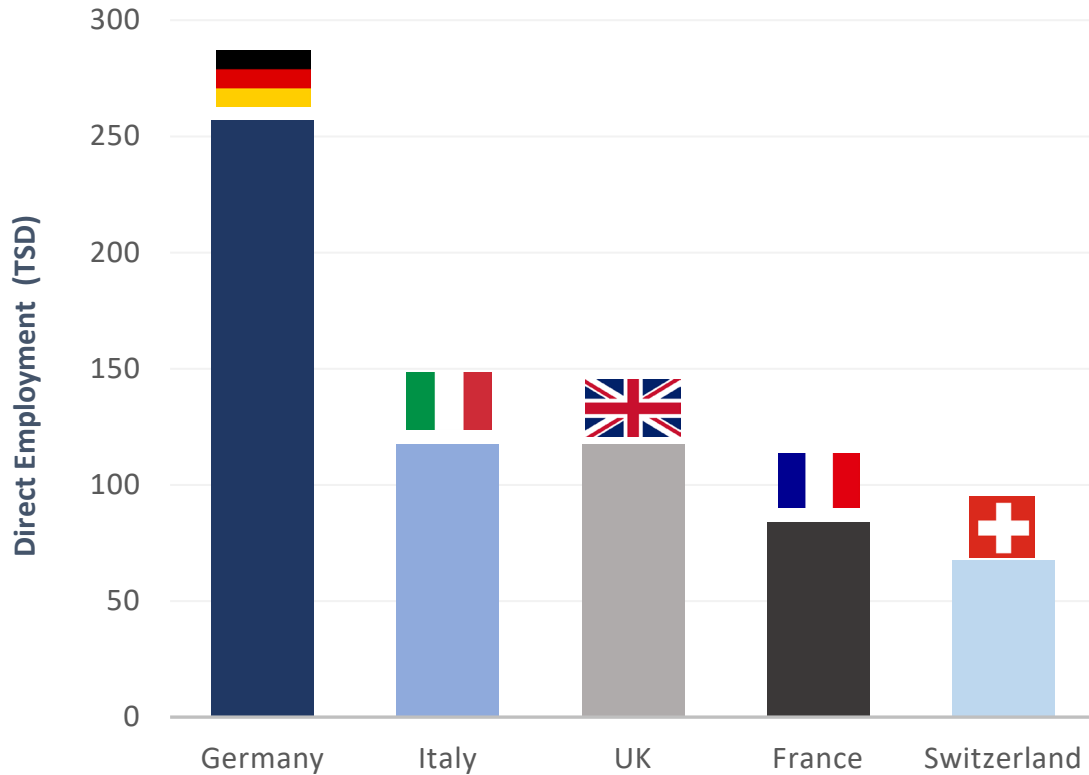


## Leading Customers of Medical Technology in Germany

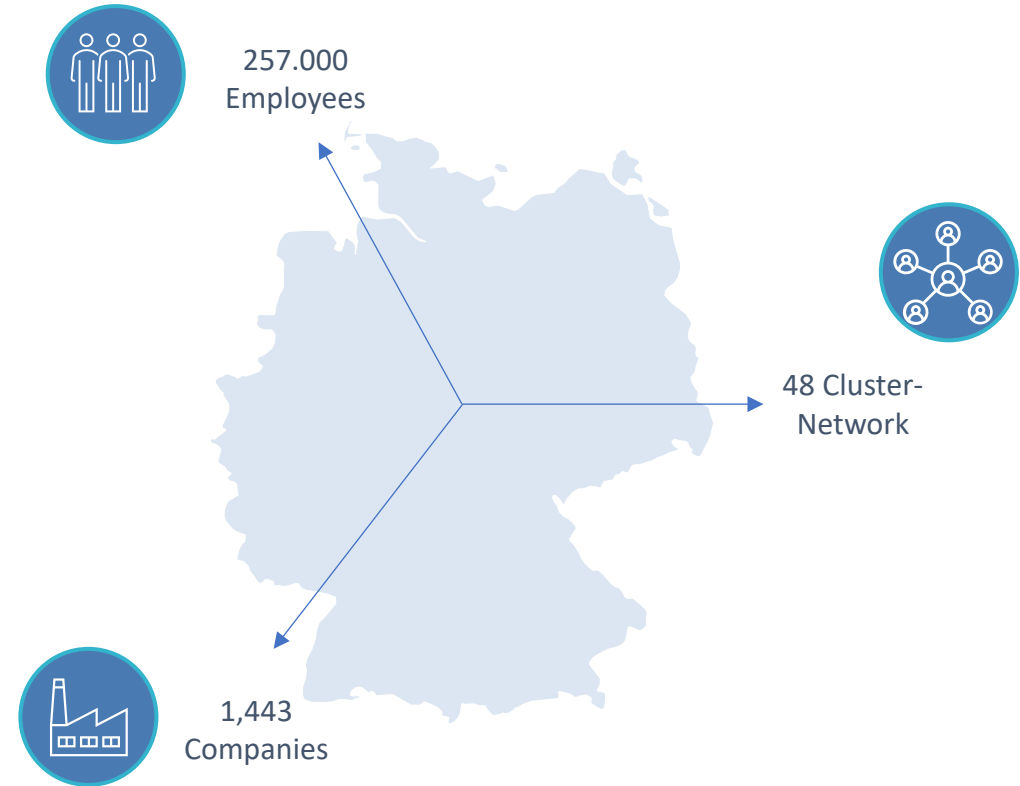


# The German Medical Technology Market – A Brief Overview

## The 5 Countries with the Highest Direct Employment in Europe



## MedTech in Germany: Companies, Employees & Networks



# The German Medical Technology Market – A Brief Overview

Revenue of Leading Healthcare and Medical Technology Companies in Germany (2023)



# ADVANTAGE THROUGH INDIVIDUAL MARKET ENTRY AND MARKET DEVELOPMENT STRATEGIES



## POTENTIAL MARKET NORTH AMERICA



„Individually tailored **market access**, thanks to exclusively prepared **market information**.“



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[www.dto-research.com](http://www.dto-research.com)

I.



## Transparency through Exclusively prepared Market Information

### Approach:

- Workshop with the client for goal definition.
- Customizable level of detail, depending on the goal definition and client's preference (basic analysis vs. detailed analysis).
- Secondary research.
- Telephone expert interviews.
- Integration and analysis of the information.
- Evaluation and presentation of the gathered market information.

### Results:



Market Volume & Market Development



Characteristics of Competition



Characteristics of the Sales Market



Product Requirements

II.



## Achievement of Goals through Strategic Action Recommendations

### Approach:

- Development of strategic action recommendations based on the gathered market information.
- Optional: Identification of suitable business contacts and organization of B2B meetings.

### Results:



Individually tailored Market Access

# Contact

## Our locations



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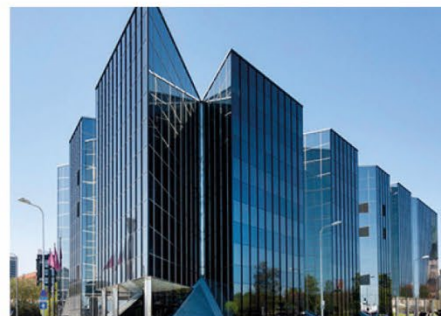
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