

Study on Market Analysis of Disposable Thermometers

By

Lokesh Kumar R

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



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Chapter 1 INTRODUCTION

Disposable thermometers, is often referred as single-use thermometers is a rigid or flexible temperature measuring medical devices used in few target areas of the body such as arm pits, forehead, rectal and others. Disposable thermometers are intended for single use to curb the risk of cross contamination. Disposable thermometers provide accurate temperature reading in just one minute for oral and three minutes for axillary readings. The new single-use thermometer is designed to be quicker, easier to use and more accurate, as compared to the conventional glass/mercury thermometer. Thus, innovation in the field of medical devices and adoption of novel device technology will accelerate market progress in future.

Increasing prevalence of infectious disease such as flu, malaria and COVID-19 among others coupled with rising adolescence populations will influence the disposable thermometers market growth. For instance, according to World Health Organization (WHO), every 13% per million individuals are diagnosed from viral infections. Such number indicates the requirement of measuring temperature devices, thereby augmenting the product demand.

1.1 Methodology

The methodology adopted for the research is the amalgamation of multiple approaches to provide realistic scenario of market. Extensive secondary research was conducted for collection of data required for estimations as well as forecasting. All analyst inputs, data obtained by authorized secondary sources and final results were validated and verified through detailed primary interviews with key opinion leaders. (Industry experts with relevant experience, company executives, end-users for the industry etc.)

Study design: Descriptive

Data Collection Tool - Primary data acquired from various interviews of KOL about current market and future estimate market of medical devices (disposable thermometers). Secondary data is collected from various journals and articles that has been used to forecast the current market scenario

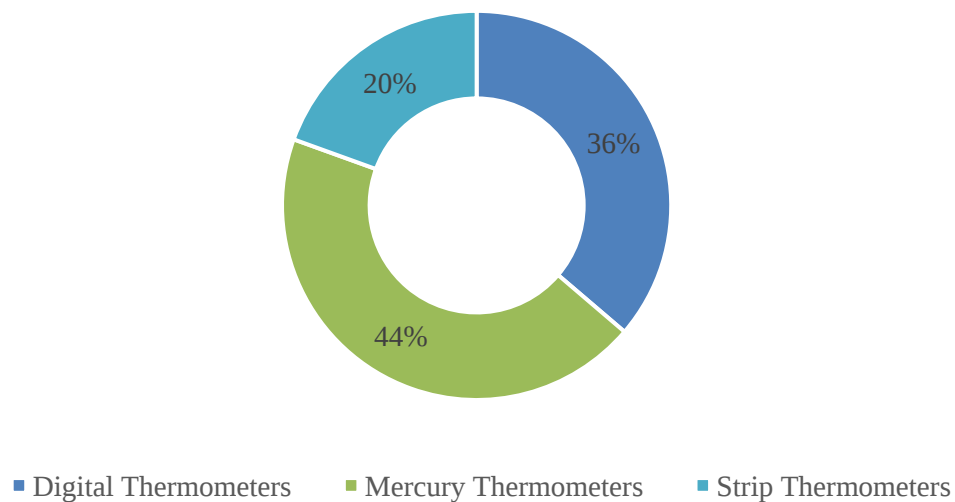
Reference Population- Chemist, healthcare professionals and various KOL

Sampling Technique- Purposive Sampling

Data Analysis Tool – The data analysis and modeling are done using MS excel

Ethical Consideration- Permission from the respective organization

Type segment share for global disposable thermometers market:



Study Criteria:

1. Inclusion Criteria:

- The revenue generated by the manufacturers from disposable thermometers is considered during the course of our study
- Revenue generated by global as well as local players in disposable thermometers market is also analysed while estimating the market size

2. Exclusion Criteria:

- The shipment cost of device and currency fluctuation across various geographies is ignored while calculating the average selling price
- The expected change in the regulatory scenario for device approval in different countries is not considered while forecasting the market value for disposable

1.2 Market definitions

- North America includes the U.S. and Canada
- Europe includes UK, Germany, Italy, Spain, France, Netherlands, Switzerland, etc.
- Asia Pacific includes China, India, Japan, South Korea, Australia, etc.
- Latin America includes Brazil, Mexico, Argentina, Chile, etc.
- MEA includes South Africa, Saudi Arabia, Turkey, Egypt, etc.
- Totals have been rounded off
- The market estimates are an output of triangular research and analysis methodology that include secondary research, primary research, and company share analysis. The impact of factors such as regional adoption trends, affordability rates and healthcare facilities were quantified and applied on the market estimates. The regional market estimates are aggregated to arrive at the market valuation.
- Type segment covers digital thermometer, mercury thermometer, strip thermometer.
- Target area segment includes oral, axilla, rectal and other. Other includes forehead and ear.
- End-use segment is divided into hospitals, homecare settings, diagnostic centers and other. Others segment is bifurcated to ambulatory surgical centers (ASC), clinics and laboratories.

1.3 Forecast parameters

- The market has been estimated and forecasted taking into consideration the optimistic and pessimistic impact of Covid-19 on the global, regional, country and segment level
- Market forecast is based on analysis of prominent factors that will impact market growth during the projection years
- Market growth impacting forces such as various technological advancements in disposable thermometers industry and increase in adoption of medical products across healthcare facilities have been analyzed and their weighted impact are applied to the base line market growth trend to determine forecast trend
- Compound annual growth rate (CAGR) is calculated from 2020 to 2023
- GDP and inflation have not been accounted for while estimating the market

- 2019 is the base year for our forecast, thus, up to 2019, data for all the years is based on the actuals obtained via research

1.4 Data Sources

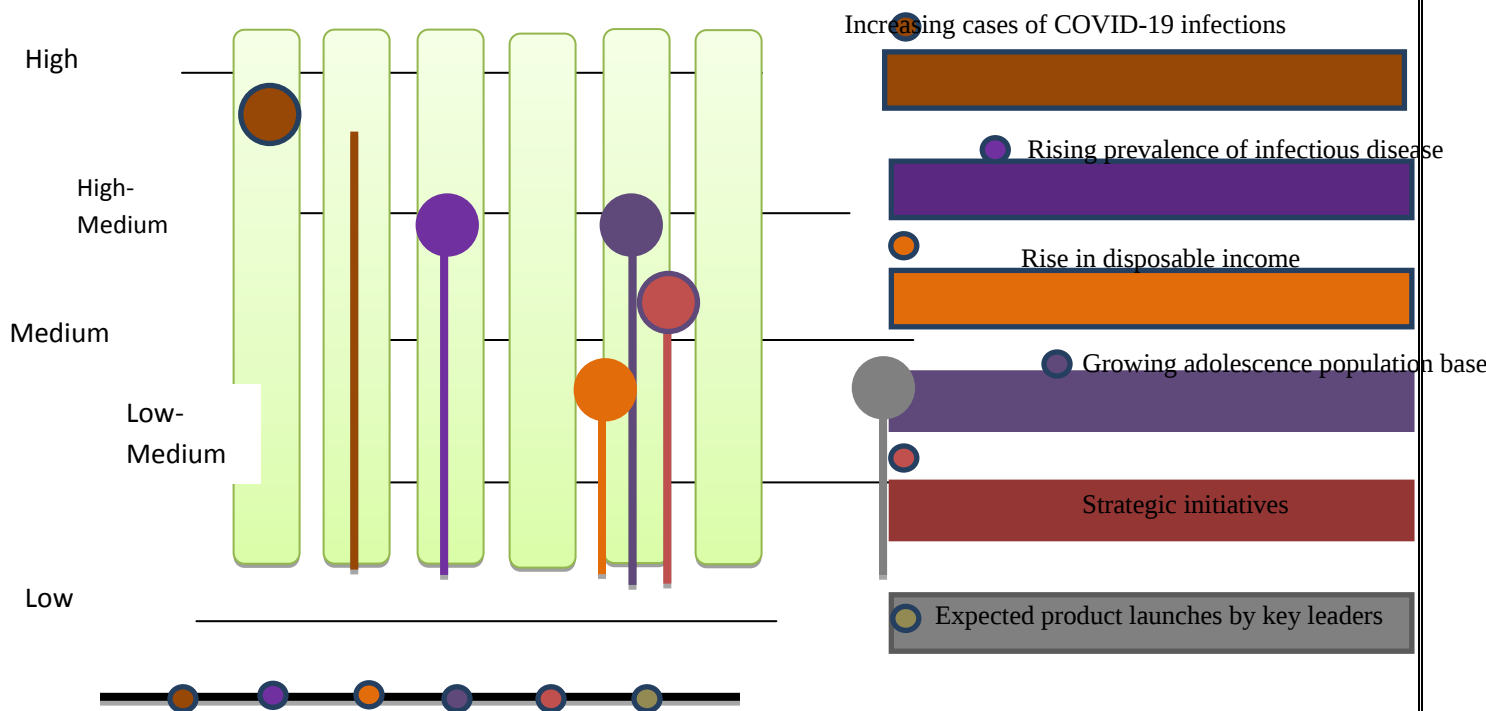
1.4.1 Secondary

- Secondary research using journals, articles, company websites, annual reports, product brochures, corporate profiles, government registries, general internet searches, and newspaper & magazine searches to identify various centres of specialization and articles that might provide leads for primary research.
- The information about the major mergers, acquisitions, clinical trials, new product launches which we will have an impact on the market obtained from the secondary research stage builds the foundation for the primary research.

1.4.2 Primary

- Out of 100 industry experts approached through LinkedIn at the global level for disposable thermometers market, 50 replied to the questionnaire which was sent to them.
- Along with it, 30 in-depth telephonic interviews of key opinion leaders from various company were conducted through a guided questionnaire for which they were also paid honorarium from the organisation

Global Disposable Thermometers Market: Forecast Factors



Chapter 2 Executive Summary

2.1 Disposable Thermometers industry 360⁰ synopsis, 2018-2023

2.1.1 Business trends

TABLE 1 Global disposable thermometers market, 2018 - 2023, (USD Million)

2018	2019	2020	2021	2022	2023	CAGR
79.4	86.7	214.6	226.6	240.0	255.1	6.4%

2.1.2 Type trends

TABLE 2 Global disposable thermometers market, by type, 2018 - 2023 (USD Million)

Segment	2018	2019	2020	2021	2022	2023	CAGR %
Digital thermometers	28.8	31.4	77.8	82.1	87.0	92.4	6.4%
Mercury thermometers	35.4	38.4	94.4	99.1	104.2	110.1	5.8%
Strip thermometers	15.3	16.9	42.4	45.4	48.8	52.6	7.9%
Total	79.4	86.7	214.6	226.6	240.0	255.1	6.4%

2.1.3 Target area trends

TABLE 3 Global disposable thermometers market, by target area, 2018 - 2023 (USD Million)

Segment	2018	2019	2020	2021	2022	2023	CAGR %
Oral	24.6	26.9	66.5	70.3	74.4	79.2	6.5%
Axilla	20.7	22.7	56.6	60.2	64.1	68.6	7.1%
Rectal	19.0	20.7	51.1	53.8	56.8	60.2	6.1%
Others	15.1	16.4	40.4	42.4	44.6	47.2	5.8%
Total	79.4	86.7	214.6	226.6	240.0	255.1	6.4%

2.1.4 End-use trends

TABLE 4 Global disposable thermometersmarket, by end-use, 2015 - 2019 (USD Million)

Segment	2018	2019	2020	2021	2022	2023	CAGR %
Hospitals	26.4	28.6	70.6	74.3	78.4	83.0	6.0%
Homecare settings	16.1	17.6	43.6	46.0	48.8	51.8	6.5%
Diagnostic centers	18.9	20.8	51.6	54.7	58.1	62.0	6.9%
Others	18.0	19.7	48.8	51.6	54.7	58.2	6.6%
Total	79.4	86.7	214.6	226.6	240.0	255.1	6.4%

2.1.5 Regional trends

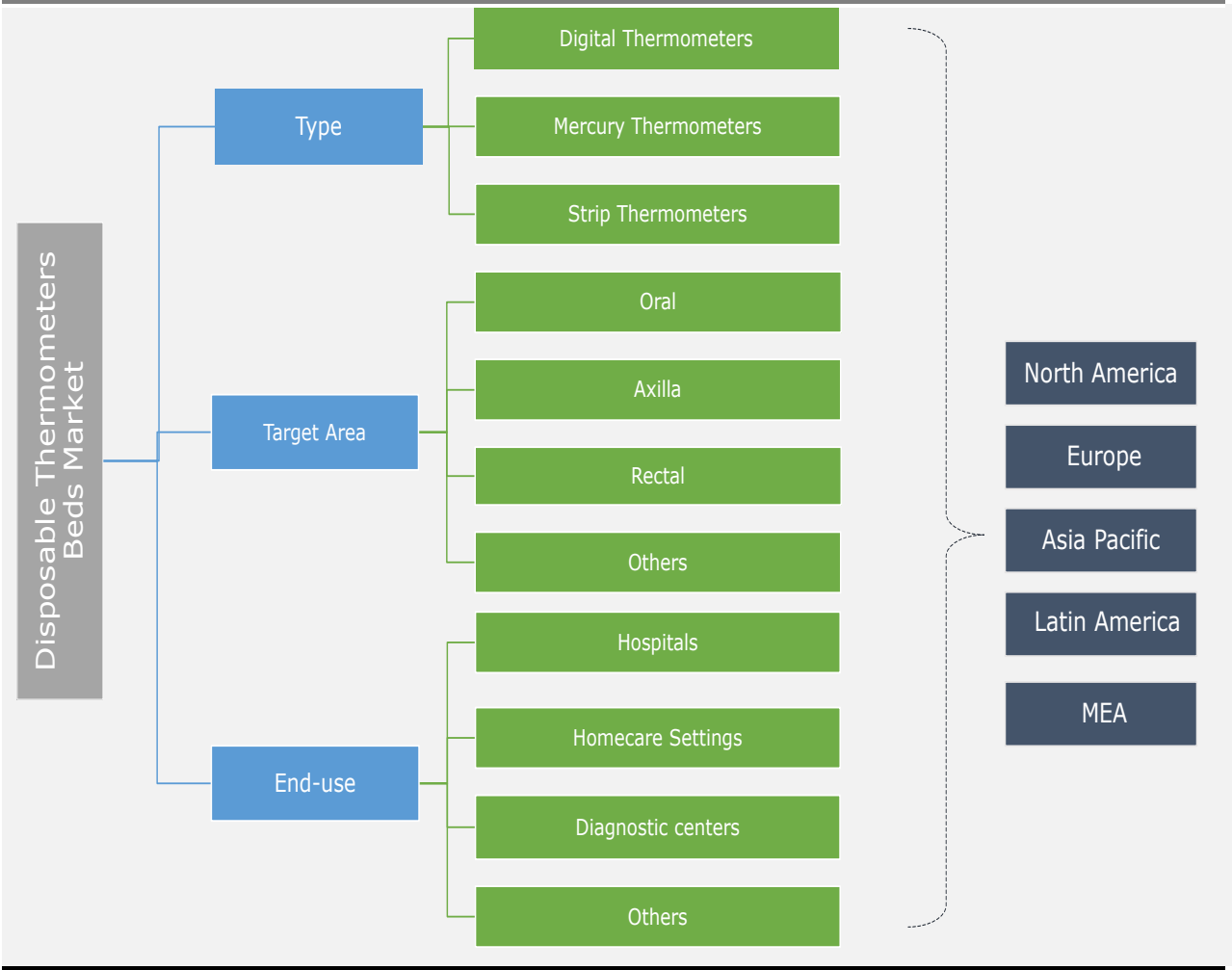
TABLE 5 Global disposable thermometersmarket, by region, 2015 – 2019 (USD Million)

Region	2018	2019	2020	2021	2022	2023	CAGR %
North America	31.5	34.2	84.3	88.5	93.2	98.5	5.9%
Europe	22.8	24.9	61.5	64.8	68.5	72.7	6.3%
Asia Pacific	14.4	16.0	40.2	43.1	46.3	50.0	8.1%
Latin America	5.1	5.6	13.8	14.6	15.4	16.4	6.5%
MEA	5.5	6.0	14.9	15.7	16.5	17.5	5.9%
Total	79.4	86.7	214.6	226.6	240.0	255.1	6.4%

Chapter 3 Disposable Thermometers Industry Insights

3.1 Industry segmentation

FIG. 1 Industry segmentation



3.2 Industry impact forces

TABLE 6 Industry impact forces



Growth drivers	Short term	Medium term	Long term
Rising prevalence of COVID-19 infection			
Rise in adolescence population			
Increase in disposable income			
Technological advancements			
Industry pitfalls & challenges	Short term	Medium term	Long term
Availability of substitutes			
Technical limitation			

3.2.1 Growth drivers

3.2.1.1 Rising prevalence of COVID-19 infections

Increasing prevalence of COVID-19 infection across the world will positively influence disposable thermometer market growth. High demand for disposable thermometer is attributed to primary symptoms of coronavirus. For instance, approximately 5.9 million individuals are diagnosed from COVID-19 infection worldwide. Among affected cases, around 2.9 million people are suffering from mild symptoms such as cold and fever. Therefore, indicating the demand for measuring temperature devices. Furthermore, growing preference of disposable thermometer in hospitals, homecare setting and in diagnostic centers will further escalate industry growth during the outbreak of coronavirus

3.2.1.2 Rise in adolescence population

Rising adolescence population are prone to various infectious disease such as flu, malaria and SARS will increase the product demand. According to World Health Organisations (WHO), approximately 35% of global disease burden has roots in adolescence, in which lower respiratory infections is the leading cause of deaths among the adolescents. Furthermore, increasing new-borns population will also be a key factor for the growth of disposable thermometers market. Parents regularly utilize disposable thermometers for measuring body temperatures of their new-borns at home settings. Additionally, increasing number of hospital admissions will further boost the industry growth. For instance, as per the American Hospital Associations, there were around 36.5 million admissions to hospital in 2017, thereby increase in demand of temperature measuring devices. Thus, driving the market growth.

3.2.1.3 Rise in adolescence population

Disposable income is an important indicator to determine the individual's ability to consume goods and services. The disposable thermometers market is poised to grow exponentially owing to increase in disposable income. Increasing disposable income is highly associated with healthcare spending, and recent growth in disposable income is anticipated to effect healthcare spending over the coming years. For instance, as per the Bureau of Labour, in 2017, around USD 4,968 is the average healthcare expenditure every year in U.S. Furthermore, adoption of non-mercury disposable thermometers in developed and developing economies has increased. This will further trigger the market growth.

3.2.1.4 Technological advancements

Medical device industry has one of the highest R&D expenses measure globally. Thus, technological advancements remain at the core of innovation. A significant decline in performance of disposable thermometers was observed in 2014 and 2015, but recent advances in disposable thermometers have ultimately inversed that trend. This was possible due to progress of novel products for monitoring the body temperature. Furthermore, new product consents might upsurge owing to increasing number of potential novel products that have entered in development phase over the recent years. Also, major industry players are adopting various strategy to remain flexible and competitive in advancing technologies.

3.2.2 Industry pitfalls and challenges

3.2.2.1 Availability of substitutes

Availability of substitutes may act as a major barrier that can hinder market growth during the forecast period. Ongoing technological innovation in infrared thermometers is the key factor that hinders the disposable thermometers market growth. The demand for substitutes includes infrared thermometers, has risen in the past few months due to the outbreak of coronavirus pandemic. These thermometers were widely useful to identify the new cases, resulting in declining adoption rate of disposable thermometers. Furthermore, prominent market players are trying to develop innovative disposable thermometers, but availability of substitutes devices will adversely affect its adoption rate. Thus, hampering the market growth.

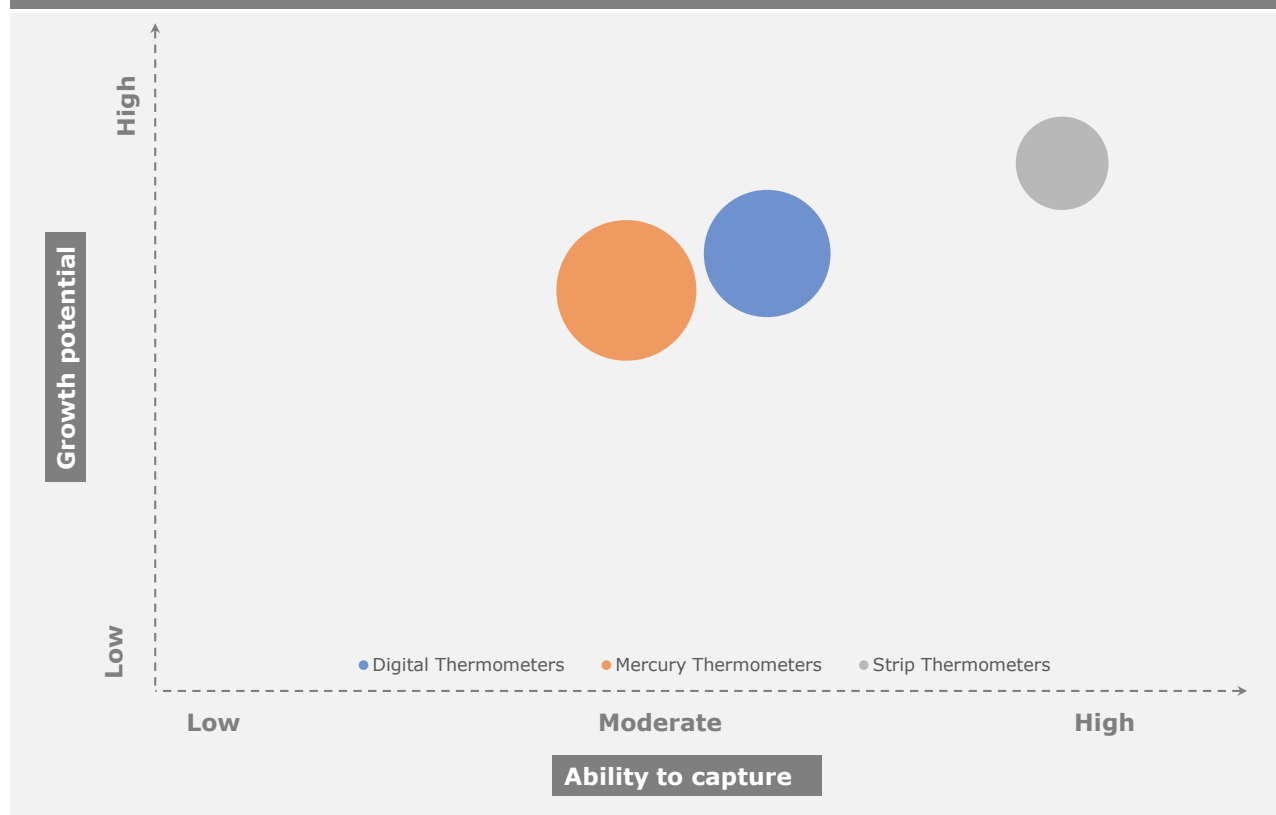
3.2.2.2 Technical limitation

Technical limitation such as high product cost and measurement error among others will be a major market impeding factor. Prominent market players are focusing on development of novel products, that will directly escalate the cost of devices. For instance, high cost of disposable thermometers lower the adoption rate in low-income economies and rural areas thereby hampering the business growth. Furthermore, various regulatory bodies have laid certain guidelines and rules for the use of combination technology. Stringent government policies for usage of combination technology by major market players including Tempagenix and 3M may hamper disposable thermometers market growth to a certain extent during the forecast period.

3.3 Growth potential analysis

3.3.1 By type

FIG. 2 Growth potential analysis



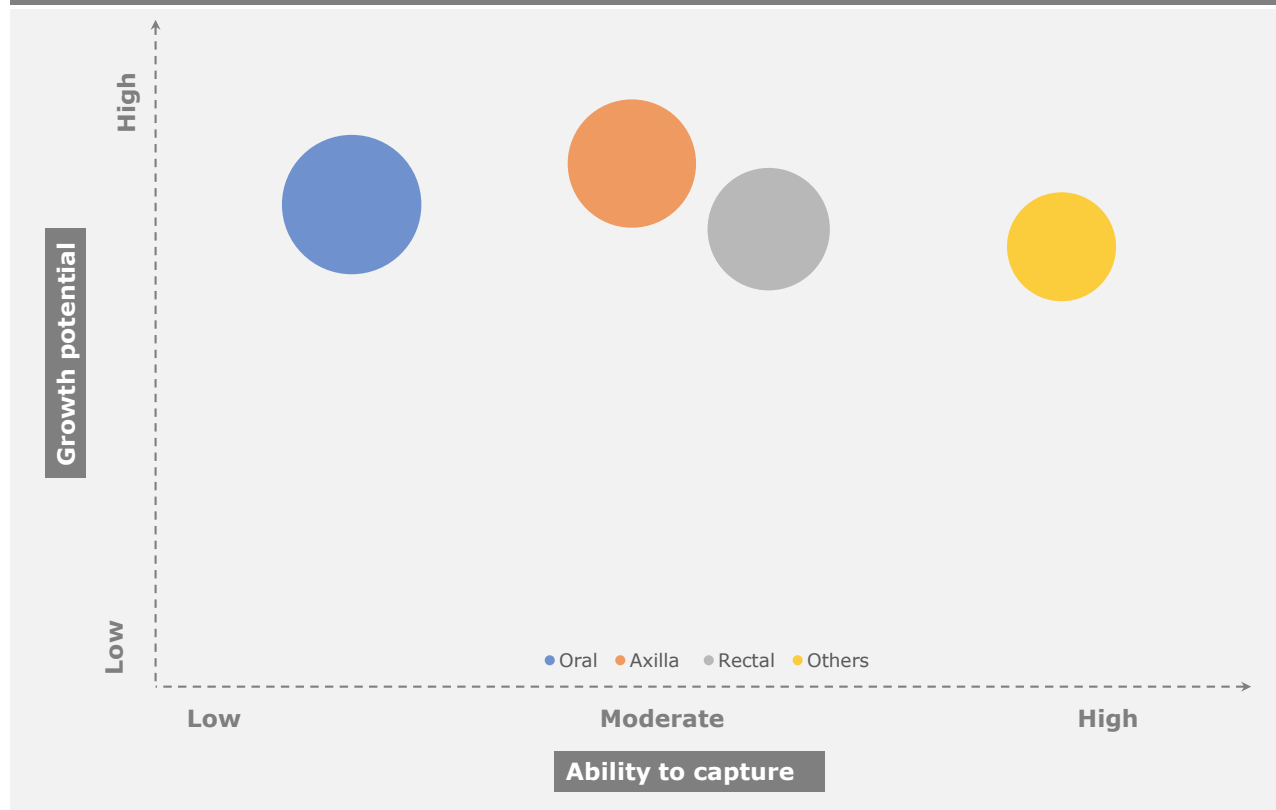
Note: The size of the bubble indicates the incremental opportunity during the forecast period

Growth potential denotes the revenue opportunity offered by the segment while ability to capture denotes the potential of a new entrant to capture market share, taking in to consideration the intensity of competition. Bubble size represents present revenue.

For mercury thermometers, ability to capture the market is moderate and the incremental opportunity is high during the analysis timeframe. The trend of digital thermometer is high as compare to others and the incremental opportunity is lucrative during the forthcoming years. For strip thermometer, the ability to capture the market is high, as in response to COVID-19, whereas the incremental analysis is low owing to the usage of strip thermometers as the pandemic is likely to reduce.

3.3.2 By target area

FIG. 3 Growth potential analysis

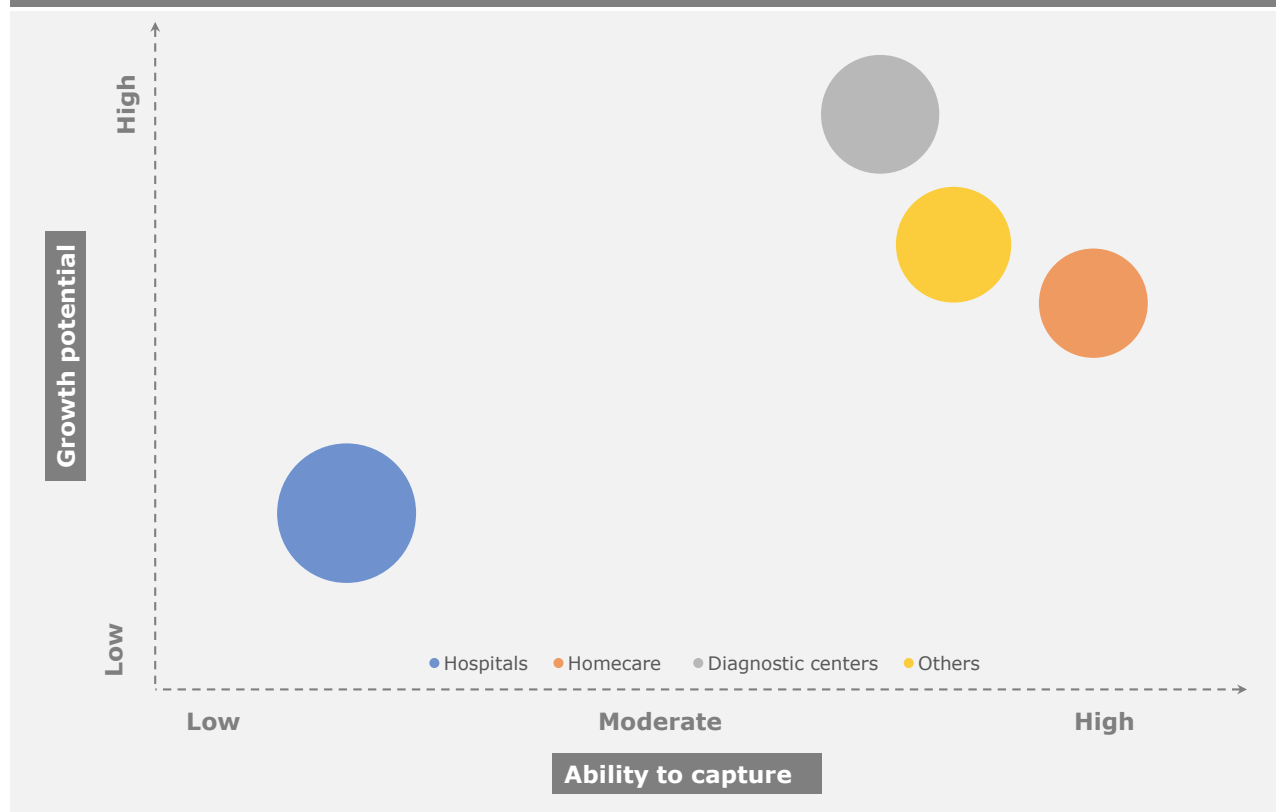


Note: The size of the bubble indicates the incremental opportunity during the forecast period

For oral, ability to capture the market is low and the incremental opportunity is high during the analysis timeframe. The trend of rectal is moderate as compare to others and the incremental opportunity is lucrative during the forthcoming years. For rectal, the ability to capture the market is high, whereas the incremental analysis is low.

3.3.3 By target area

FIG. 4 Growth potential analysis



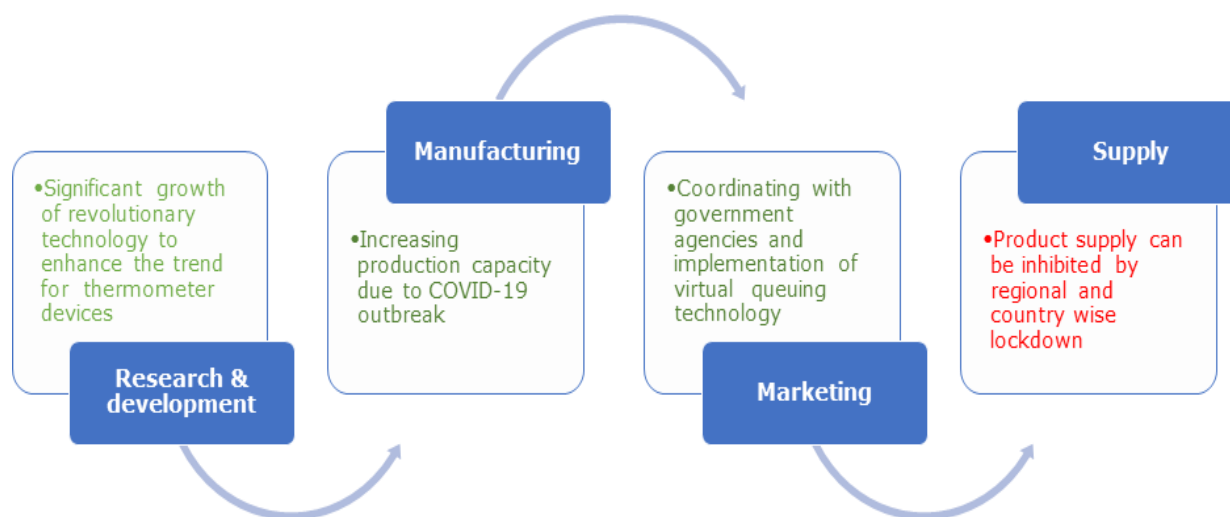
Note: The size of the bubble indicates the incremental opportunity during the forecast period

For hospitals, ability to capture the market is comparatively less and the incremental opportunity is high during the analysis timeframe. The trend of homecare setting is moderate as compared to others and the incremental opportunity is high, as the usage of thermometers at homecare setting is higher. For diagnostic centers, the ability to capture the market is high, whereas the incremental analysis is also moderate, as large patient pool visits the centers to determine further treatments.

3.4 COVID-19 impact analysis

3.4.1 Impact of COVID-19 on industry value chain

FIG. 5 Impact of COVID-19 on industry value chain



Note: Red color indicates negative impact and green color indicates positive impact on the industry value chain

3.4.1.1 Research and development

The increase in research and development (R&D) level, forms a base for innovative technologies, that is a key factor for quality of life, social welfare and substantial growth. Market players are mainly focusing on revolution in thermometer that can diagnose the primary symptoms of COVID-19 such as fever and cold. For instance, Microtemp has combined the 3D printing technology with thermochromic Liquid Crystals to produce easy-to-read, high-quality, single-color change and moving-line thermometers.

3.4.1.2 Manufacturing

Increase in product manufacturing due to COVID-19 outbreak, that has been observed across industry players. Major firms are collaborating and partnering with other companies to increase the production of essential products. For instance, 3M Co has partnering with Ford to reinforce the production of air purifier respirators. Moreover, there is a mass production of personal

protection equipment and sanitizers to help and protect the front-line workers as well as population base in response to ongoing COVID-19 crisis.

3.4.1.3 Marketing

The COVID-19 outbreak is having a tremendous impact on various industry players. Companies are implementing product marketing strategies such as implementation of virtual queuing technology, patient safety awareness, online channels and collaboration with government agencies to continue sustaining their customer base.

3.4.1.4 Supply

Competitors are seeking majorly e-commerce channels and coordinating with government agencies to supply, due to disruptions in offline supply chain and regional & country wise lockdown. The disruption and lockdown nationwide to curb the spread of coronavirus is resulting in, products are unable to reach the consumers and hospitals, thereby severely hampering the supply system. However, companies are availing 24/7 access to inventory level while placing order or tracking through online channels.

3.4.2 Impact of COVID-19 on industry competition

Some of the major companies that had a major impact on industry includes 3M, Medline Industries, GF health products and Tempagenix among others. Factors considered for calculating the impact of COVID 19 on the competition include strategies, business expansion, product updates and distribution network.

3.4.2.1 Strategy

The COVID-19 outbreak has majorly affected the industry players. Companies are redeeming to organized strategies such as inventory controls and patient safety awareness regarding the inventory for their regular supply chain to increase the revenue and sustain customer base.

3.4.2.2 Distribution network

The streamline distribution network is affected by disruption and country wise lockdown across the world. Companies are aiming to coordinate with government agencies includes FEMA, healthcare distributors and OEM channels as well as firms are investing in airfreight shipments.

For instance, Medline Industries have invested in airfreight shipment and it has successful outcomes on that investments.

3.4.2.3 Product portfolio

Industry players are strengthening their product portfolio by significant strategic adjustments that includes expansion of new product line. Occurrence of COVID-19 cases among population base has increased in mass production of personal protection equipment and collaboration with companies to prevent the outcomes, as the primary diagnosis are fever and cold. For instance, 3M has partnered with Ford to bolster the production of powered air purifier respirators. However, replenishment in stocks may impede the revenue growth.

3.4.2.4 Business growth

Companies are restructuring the design to give a sharper focus on key business growth. The demand for product is continuously increasing as well as they are manufactured at major facilities of company, due to COVID-19 outbreak. For instance, Tempagenix has increased its revenue from USD 0.2 million to USD 3 million in about 17 days. However, temporary closure of facilities or manufacturing unit may hinder the business.

3.5 PESTEL analysis

Political:Government initiatives regarding the usage of thermometers during the COVID-19 outbreak, in developed and developing economies will increase the adoption rate. For instance, the U.S. government and other private organizations are taking several efforts to minimize the coronavirus pandemic. Moreover, patient inclination towards adoption of thermometers will favor disposable thermometers industry growth over the forecast period.

Economic:High costs associated with disposable thermometers may potentially limit the market expansion, especially in developing countries. However, large patient pool suffering from infectious diseases and government initiatives regarding the usage of thermometers will be favorable to the market growth. Furthermore, rising disposable income in developing countries will have a positive impact on the market growth.

Social:High consciousness exist amongst people regarding COVID-19 outbreak, as fever is the primary symptom. This ongoing crisis will contribute towards the market growth. Furthermore, improved favorable patient outcomes associated with usage of disposable thermometers will boost product demand. Growing adoption of non-mercury disposable thermometers in developing as well as developed economies has increased. This will drive the market expansion over the forecast period.

Technological:Introduction of advanced products that use combination technology to produce high-quality, single-color change, moving line thermometers and user-friendly, with cost-effectiveness will drive the market exponentially.

This shows that the disposable thermometers industry is in continuous research and development of novel products that is bound to make this market technologically strong.

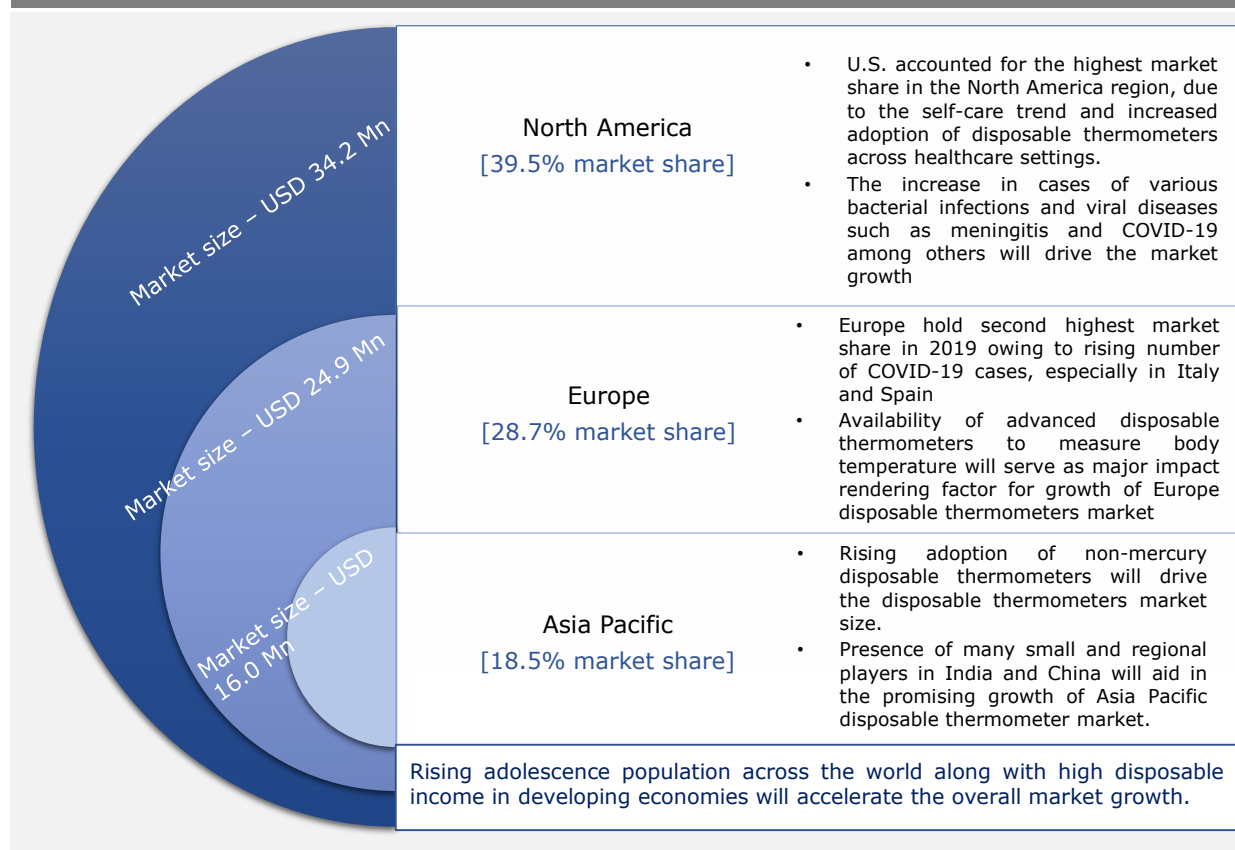
Legal:Disposable thermometers market is highly regulated and stringent laws enforced by the regulatory bodies to ensure efficacy of the devices. These are class II devices and FDA has implemented certain regulations to assure the quality, safety and efficacy of these devices. The guidelines set by regulatory bodies will have a positive impact on adoption rate and increase the demand of the disposable thermometers.

Environmmetal:Medical device involves the use of toxic and hazardous materials, and must comply with environmental laws and regulations, which can be expensive and may affect business and operating results. Environmental laws could become more stringent over time, imposing greater compliance costs and increasing risks and penalties associated with violations, which could hamper business growth

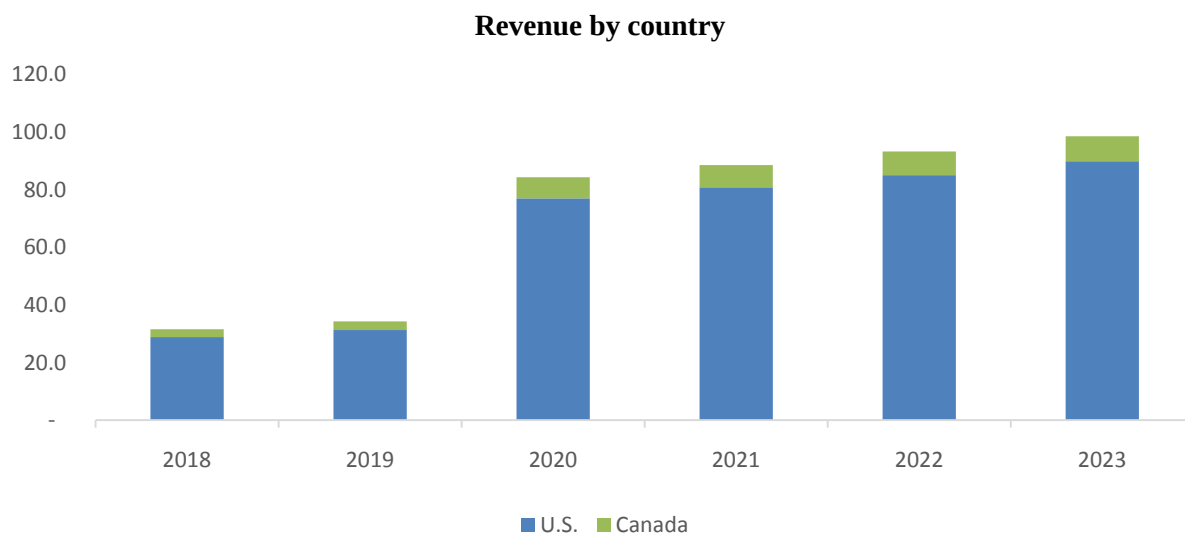
Chapter 4 Disposable Thermometers Market, By Region

4.1 Key segment trends

FIG. 6 Key segment trends, by region



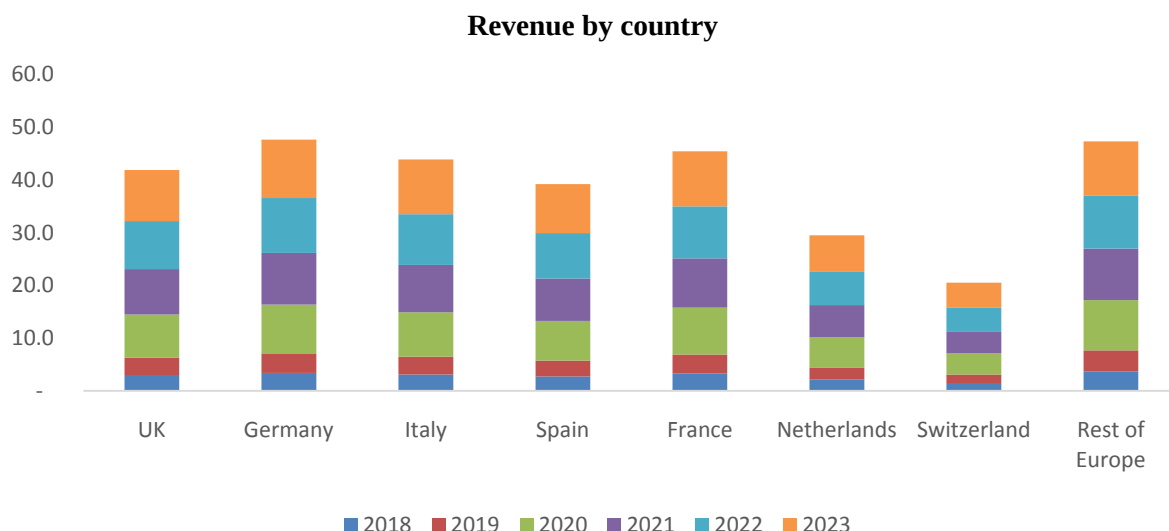
4.2 North America



Note: Above graph represent North America disposable thermometers market revenue and Y-0-Y growth over 2018-2019

- Based on 2018 to 2019 historical data year on year growth rate is calculated and forecasting done to estimate the North America disposable thermometers market
- The North America disposable thermometers market grow from USD 31.5 Mn to USD 98.5 Mn by 2023. This Represents the 5.9% CAGR over the forecast period
- The U.S. disposable thermometers market grow from USD 28.8 Mn to USD 89.8 Mn by 2023. This Represents the CAGR of 5.8% over the forecast period
- The Canada disposable thermometers market grow from USD 2.7 Mn to USD 8.7 Mn by 2023. This Represents the CAGR of 6.5% over the forecast period

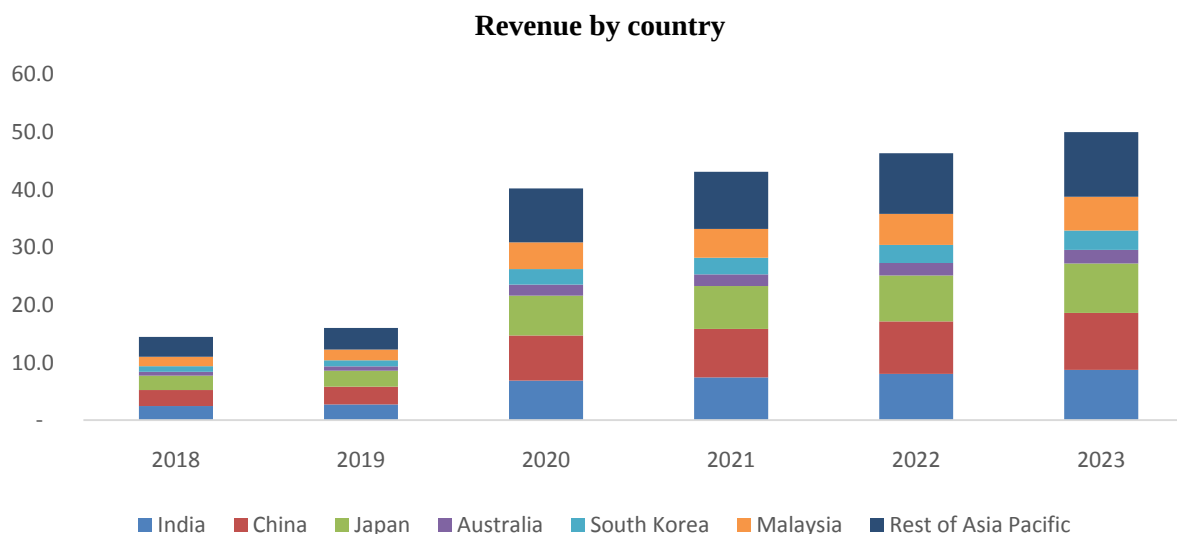
4.3 Europe



Note: Above graph represent Europe disposable thermometers market revenue and Y-0-Y growth over 2018-2019

- Based on 2018 to 2019 historical data year on year growth rate is calculated and forecasting done to estimate the Europe disposable thermometers market
- The Europe disposable thermometers market grow from USD 22.8 Mn to USD 72.7 Mn by 2023. This Represents the 6.3% CAGR over the forecast period
- The Germany disposable thermometers market grow from USD 3.4 Mn to USD 11.1 Mn by 2023. This Represents the CAGR of 6.7% over the forecast period
- The UK disposable thermometers market grow from USD 3.0 Mn to USD 9.7 Mn by 2023. This Represents the CAGR of 6.4% over the forecast period
- The Italy disposable thermometers market grow from USD 3.1 Mn to USD 10.4 Mn by 2023. This Represents the CAGR of 7.8% over the forecast period
- The Spain disposable thermometers market grow from USD 2.7 Mn to USD 9.3 Mn by 2023. This Represents the CAGR of 7.7% over the forecast period
- The France disposable thermometers market grow from USD 3.3 Mn to USD 10.4 Mn by 2023. This Represents the CAGR of 6.1% over the forecast period
- The Netherland disposable thermometers market grow from USD 2.1 Mn to USD 6.8 Mn by 2023. This Represents the CAGR of 6.4% over the forecast period
- The Switzerland disposable thermometers market grow from USD 1.5 Mn to USD 4.7 Mn by 2023. This Represents the CAGR of 6.4% over the forecast period

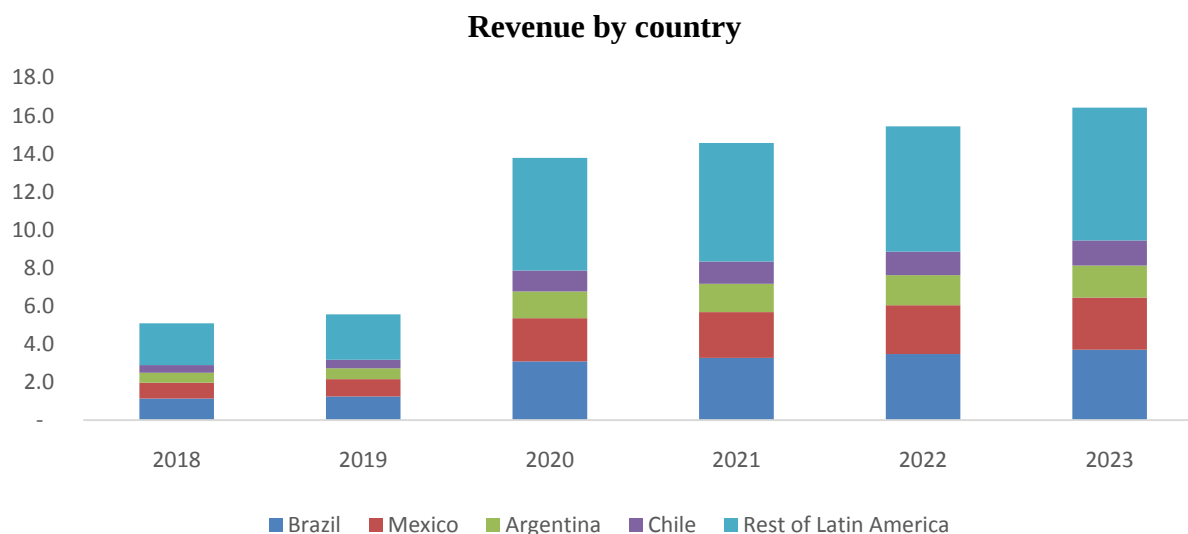
4.4 Asia Pacific



Note: Above graph represent Asia Pacific disposable thermometers market revenue and Y-0-Y growth over 2018-2019

- Based on 2018 to 2019 historical data year on year growth rate is calculated and forecasting done to estimate the Asia Pacific disposable thermometers market
- The Asia Pacific disposable thermometers market grow from USD 14.4 Mn to USD 50.0 Mn by 2023. This Represents the 8.1% CAGR over the forecast period
- The India disposable thermometers market grow from USD 2.4 Mn to USD 8.7 Mn by 2023. This Represents the CAGR of 8.8% over the forecast period
- The China disposable thermometers market grow from USD 2.8 Mn to USD 9.9 Mn by 2023. This Represents the CAGR of 8.6% over the forecast period
- The Japan disposable thermometers market grow from USD 2.5 Mn to USD 8.6 Mn by 2023. This Represents the CAGR of 7.9% over the forecast period
- The Australia disposable thermometers market grow from USD 0.7 Mn to USD 2.4 Mn by 2023. This Represents the CAGR of 8.1% over the forecast period
- The South Korea disposable thermometers market grow from USD 1.0 Mn to USD 3.4 Mn by 2023. This Represents the CAGR of 8.2% over the forecast period
- The Malaysia disposable thermometers market grow from USD 1.7 Mn to USD 5.8 Mn by 2023. This Represents the CAGR of 8.4% over the forecast period

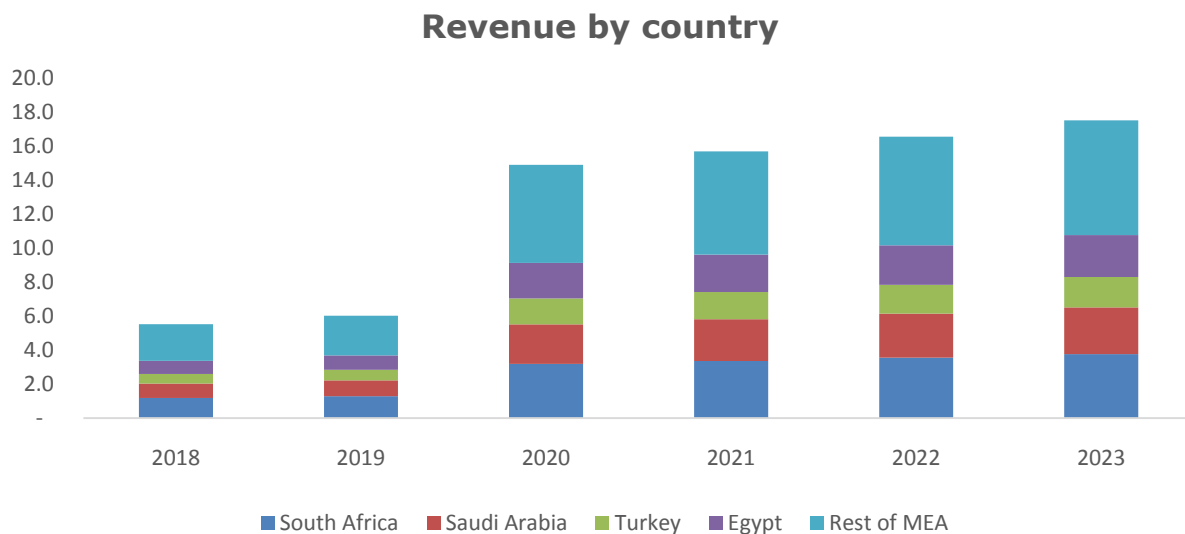
4.5 Latin America



Note: Above graph represent Asia Pacific disposable thermometers market revenue and Y-0-Y growth over 2018-2019

- Based on 2018 to 2019 historical data year on year growth rate is calculated and forecasting done to estimate the Latin America disposable thermometers market
- The Latin America disposable thermometers market grow from USD 5.1 Mn to USD 16.4 Mn by 2023. This Represents the 6.5% CAGR over the forecast period
- The Brazil disposable thermometers market grow from USD 1.1 Mn to USD 3.7 Mn by 2023. This Represents the CAGR of 6.8% over the forecast period
- The Mexico disposable thermometers market grow from USD 0.8 Mn to USD 2.7 Mn by 2023. This Represents the CAGR of 7.0% over the forecast period
- The Argentina disposable thermometers market grow from USD 0.5 Mn to USD 1.7 Mn by 2023. This Represents the CAGR of 6.6% over the forecast period
- The Chile disposable thermometers market grow from USD 0.4 Mn to USD 1.3 Mn by 2023. This Represents the CAGR of 6.8% over the forecast period

4.6 MEA



Note: Above graph represent Asia Pacific disposable thermometers market revenue and Y-0-Y growth over 2018-2019

- Based on 2018 to 2019 historical data year on year growth rate is calculated and forecasting done to estimate the MEA disposable thermometers market
- The MEA disposable thermometers market grow from USD 5.5 Mn to USD 17.5 Mn by 2023. This Represents the 5.9% CAGR over the forecast period
- The South Africa disposable thermometers market grow from USD 1.2 Mn to USD 3.8 Mn by 2023. This Represents the CAGR of 6.1% over the forecast period
- The Saudi Arabia disposable thermometers market grow from USD 0.8 Mn to USD 2.7 Mn by 2023. This Represents the CAGR of 6.1% over the forecast period
- The Turkey disposable thermometers market grow from USD 0.6 Mn to USD 1.8 Mn by 2023. This Represents the CAGR of 6.0% over the forecast period
- The Egypt disposable thermometers market grow from USD 0.8 Mn to USD 2.5 Mn by 2023. This Represents the CAGR of 6.0% over the forecast period

Chapter 5 Babliograpgy

5.1 Discussion:

This Disposable Thermometers market study provides a comprehensive analysis of the key strategies, business models and respective market shares of some of the most eminent players in this industry. In line with an in-depth commentary on the keymarket statistics in terms of revenues, driving factors, regionwise data, countrywise data andsegmentwise data was undertaken into analysis in the full study. This study is one of the most comprehensive documentation that captures all the facts of the evolving disposable thermometers market.

5.2 Conclusion:

The global disposblethermomters market is attributable to rising prevalence of various infectious disease coupled with rising geriatric population will positively influence the disposable thermometrs market growth.High disposable income in developing and developed economies is driving the growth of the market. Adoption rates of non mercury and digital disposable thermomters during the COVID-19 outbreak, as they were extremely useful to identify the new cases and technological advancements in disposable thermomters will influence the business growth.

Furthermore, merger & acquisitions, expansion startegy, new product launches and adoption of technological platforms are the key strategies adopted by manufacturers to increase the sale in different geographies across the world. Additionally, manufacturers are focusing on forward integration to partner with suppliers, distributors and other channel partners to gain ownership over the value chain

Several factors such as rising adolescence population base across the world, increasing prevalence of infectious diseases such as flu, malaria and COVID-19 among others and increasing expenditure on healthcare across emerging markets globally are making an impact on the growth of the market.However, the availability of substitues and technical limitataion such as measurement error and high cost of the products are the key factors that may hamper the disposable thermometers industry growth.

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