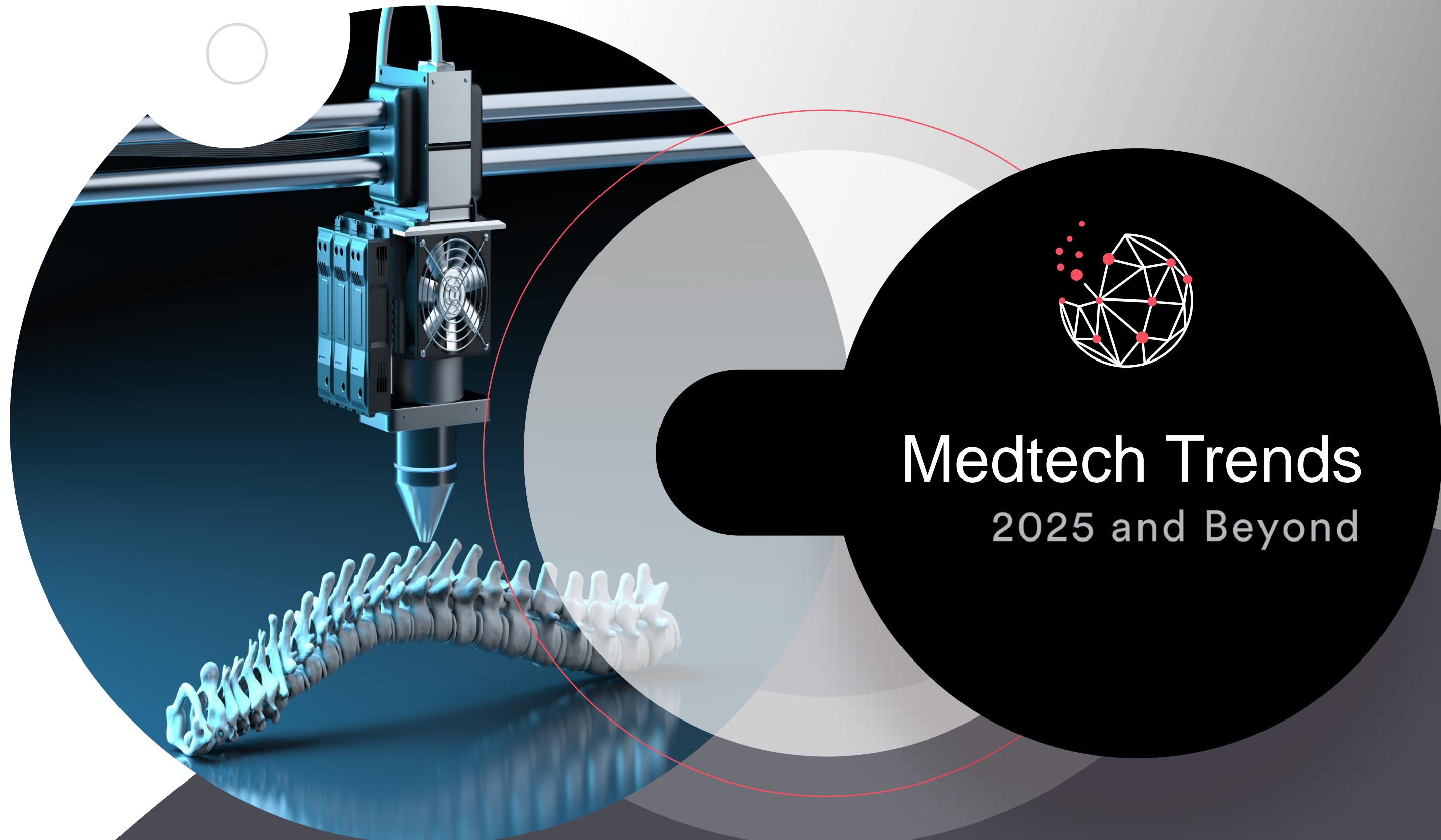


FutureBridge



Medtech Trends
2025 and Beyond



Executive Summary

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Healthcare is entering a transformative era, driven by personalized treatment and the rise of empowered patients.

Organizations must craft a bold, forward-thinking roadmap to deliver meaningful outcomes and sustain long-term impact.

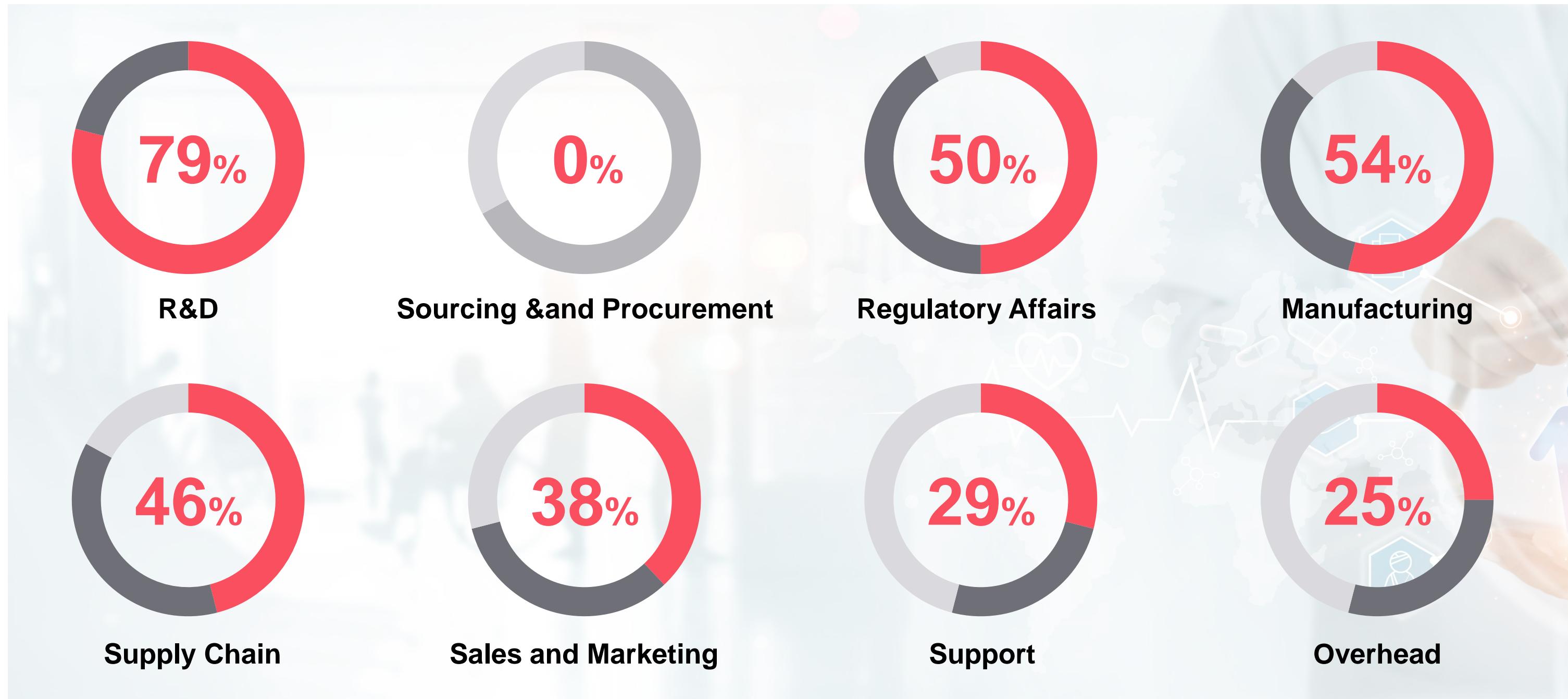
FutureBridge assessed innovation potential and market impact of the multitude of trends impacting the Medical Devices industry, identifying the top MedTech Trends for 2025. The industry is at an inflection point, with technologies and consumer needs evolving more rapidly than ever. To remain competitive, meet shareholder growth expectations and ensure regulatory compliance, the industry must adapt swiftly to these changes.

Medical device companies are innovating new designs and repurposed technologies but face challenges balancing cost, patient safety, sustainability and rapid digital integration. Successfully addressing these issues is key to meeting evolving market demands.

FutureBridge key consumer and technology trends address the struggle to help the industry successfully navigate through 2025 and beyond.

FutureBridge MedTech AI Adoption

AI is transforming medical device R&D but is underutilized in procurement due to data silos, resistance to change, and unclear ROI. Tackling these barriers is key to boosting efficiency, cutting costs, and improving patient care.



● Partially Employed

● Pilot Phase

● No Initiation

Note: Percentages indicate extent of partial employment of AI in different areas of MedTech value chain

Macro-Forces That Will Shape 2025 And Beyond

The medical device sector is undergoing a transformation, driven by data technologies that enable personalized and accessible care. However, this progress comes with challenges, including equity concerns and data security risks.

Advancements in manufacturing are paving the way for scalable and cost-effective solutions, but the growing complexity of healthcare systems demands robust safeguards. Addressing disparities and developing culturally sensitive approaches will be critical. The future of global healthcare depends on finding the right balance between innovation, accessibility, and equity.

FACTS

90%

MedTech businesses are developing an AI and automation strategy for medical devices.

43%

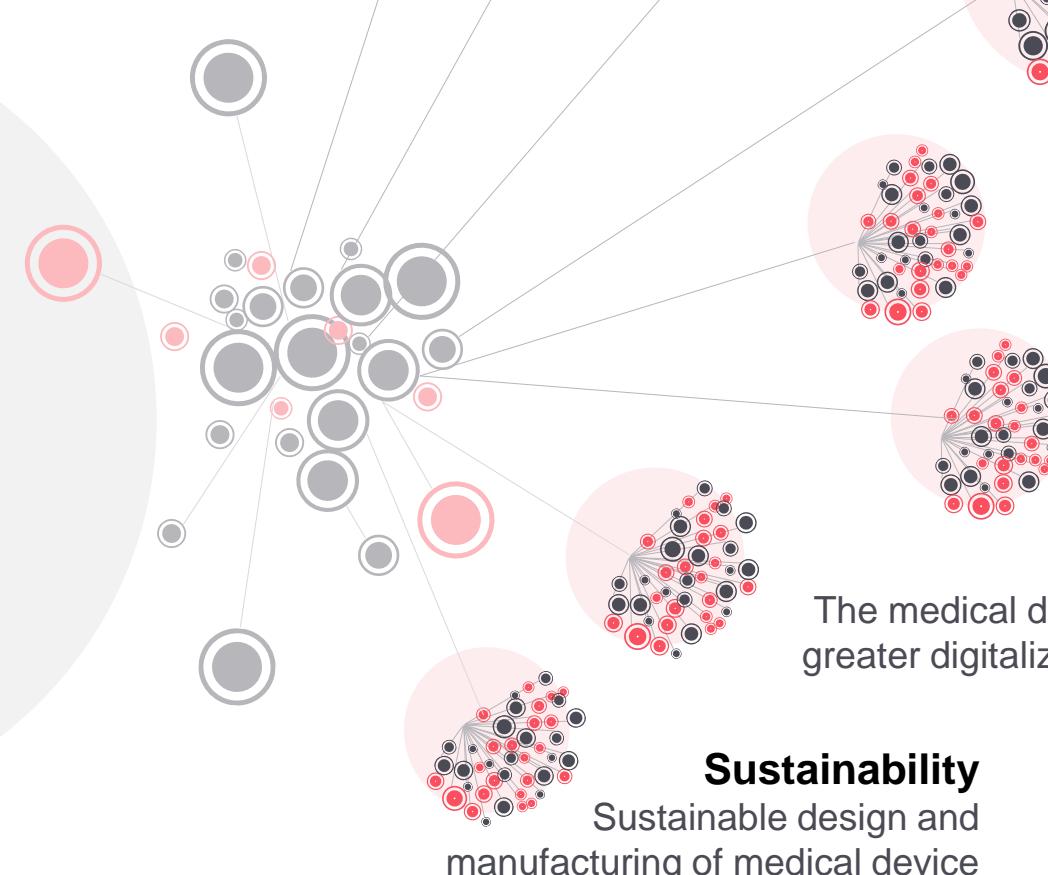
MedTech businesses believe digitizing the supply chain is essential for continued success.

43%

MedTech businesses employing IoMT use data to take informed business decisions.

54%

Health executives believe learning to work with robots will be difficult for their staff.



AI/ML Integration

Medical devices are evolving to leverage AI and patient data to anticipate individual health needs and deliver personalized, proactive treatments

Digital Innovations

Exponential technologies are converging, integrating devices, software, pharmaceuticals, and telecommunications for interconnected healthcare solutions

Patient-centric Design

Patients have access to personalized care through remote monitoring, digital therapeutics, and increased control over their health data

Robotics and Automation

Robotics and automation are revolutionizing medical device capabilities, enhancing precision, safety, and efficiency across the healthcare industry

Regulatory and Compliance

Necessitates robust safeguards to protect patient data, ensure device reliability, and maintain healthcare system functionality

Advanced Materials

Novel materials and manufacturing technologies

Supply Chain Evolution

The medical device supply chain is evolving towards greater digitalization, resilience, and patient-centricity

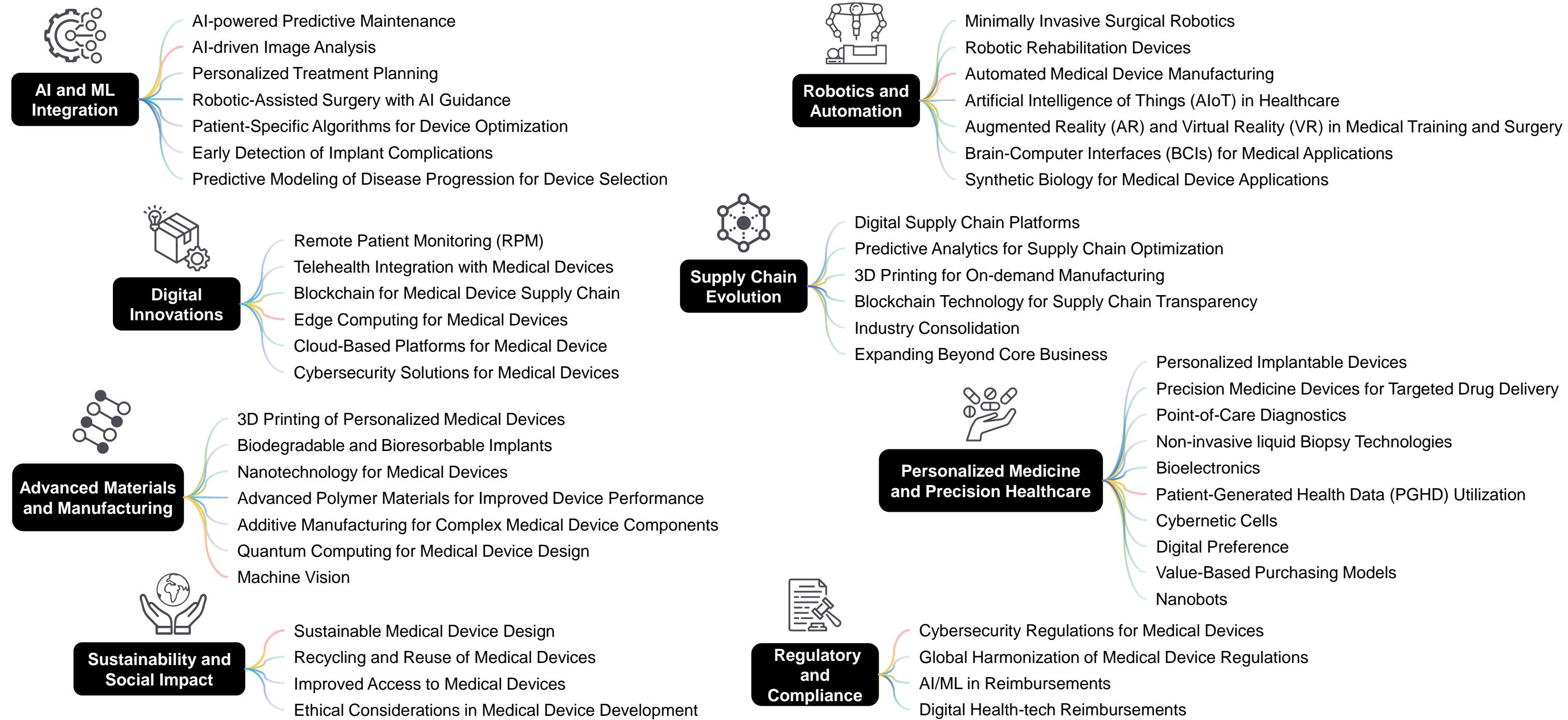
Sustainability

Sustainable design and manufacturing of medical device

FutureBridge MedTech Trends 2025

Each macro-force spotlights essential innovations and technologies – micro-forces across the value chain, from sustainable sourcing and efficient manufacturing to smart packaging, streamlined distribution and strategic product claims

Volatility, whether stemming from pandemics, geopolitical instability, or aging populations, is driving a multifaceted transformation in healthcare innovation, patient expectations, and market dynamics.



FutureBridge Trend Matrix

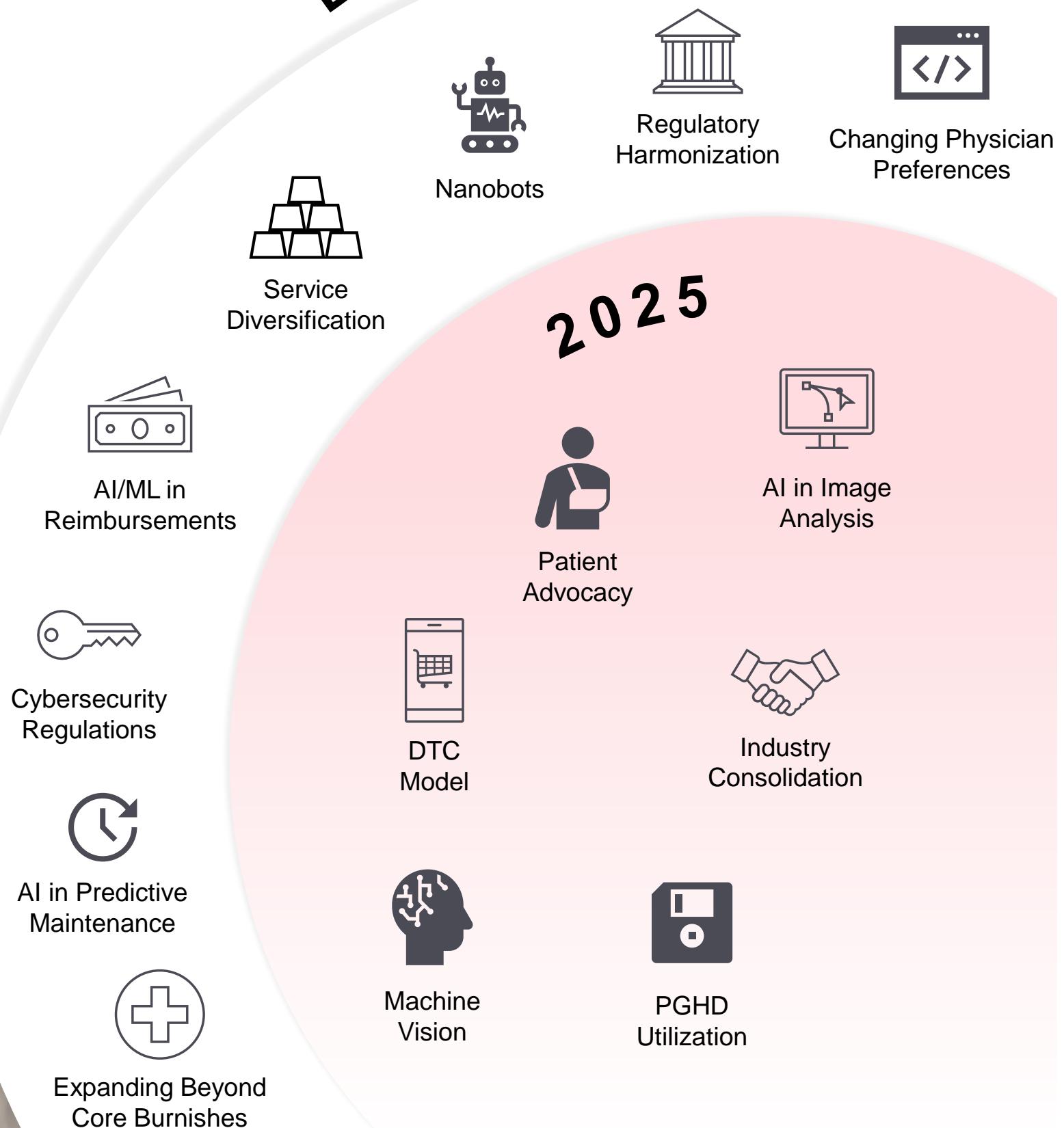
FutureBridge has identified **14 key MedTech** trends poised to shape the industry in 2025. These trends emerged from an in-depth analysis of the interplay between micro-forces, market dynamics, geopolitics, consumer behavior, and regulatory pressures.

Using a proprietary framework, each trend was rigorously assessed for innovation potential, focusing on novelty and technological advancements, and market impact, evaluating growth potential and shifts in consumer behavior. This comprehensive approach enabled FutureBridge to highlight the top MedTech trends that will define the industry's trajectory in 2025.

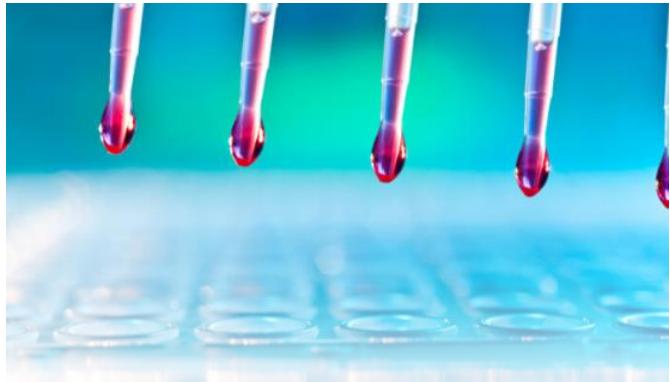


2025 Medtech trends highlight the ongoing debate - do evolving patient needs drive innovation, or does technological advancement dictate the future of healthcare?

BEYOND 2025



FutureBridge MedTech Trends 2025



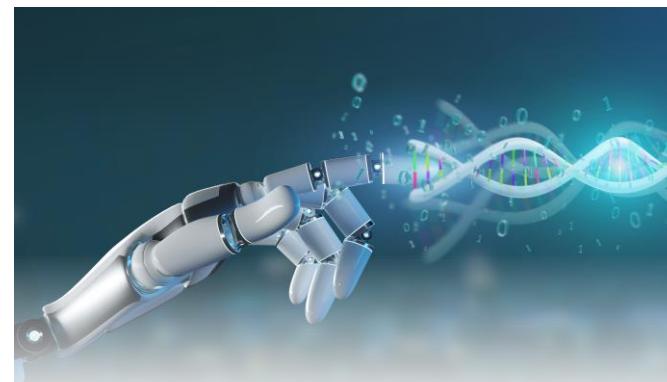
Service Diversification

Medtech companies expanding beyond their core business into adjacent spaces like Telehealth

75%

Expected expanded care settings as long-term strategy

Medtech companies are increasingly shifting from solely selling devices to offering comprehensive service packages, including data analytics, remote monitoring and patient support to enhance value.



AI Integration

AI integration to improve clinical outcomes, efficiency and cost-effectiveness

>500 million

AI integrated medical devices shipped in 2023

The future of MedTech with AI integration lies in personalized, predictive, and proactive healthcare, where AI-powered devices anticipate needs, personalize treatments, and improve outcomes



Industry Consolidation

Consolidation gives payers greater leverage in negotiating prices and demanding value-based evidence

81

M&A deals in the MedTech industry globally in 2023

The MedTech industry is undergoing significant consolidation, with mergers and acquisitions occurring frequently among insurers, providers and hospital systems



Changing Preferences

Significant shift in the physician workforce driven by the retirement of baby boomers

4.5 hours

Time spent by physicians online per day

Younger generation of physicians prefers digital learning formats, online communication and email marketing. MedTech companies must adapt their communication and training strategies to reach this audience effectively



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About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, Identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.

