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QUOTED. Dec. 10, 2018. David Ahn.

by

The global blood glucose monitoring devices market is expected to exceed \$7bn by 2022, driven in large part by the fastest-growing continuous glucose monitoring segment. Sales of the much larger blood glucose meter segment, meanwhile, are expected to drop to \$3.7bn in 2022 from nearly \$5bn in 2017 amid rising competition from lower-cost manufacturers and tech giants entering this space. But the major blood glucose meter makers are also reinventing themselves by offering smarter technologies. See what David Ahn, an endocrinologist and program director at the Mary and Dick Allen Diabetes Center at the Hoag Hospital in Newport Beach, California said about the issue here.

Patients not only like the idea of getting a free sample, "but they're getting the brand that they feel that their prescriber prefers. And I think that means a lot. So, I think that's one way they (blood glucose makers) can differentiate themselves." –David Ahn, endocrinologist and program director at the Mary and Dick Allen Diabetes Center, Hoag Hospital, Newport Beach, California

- Find out more: Market Intel: [*Needle-Free Glucose Monitoring, Digital Solutions Are Game-Changers In Growing Diabetes Monitoring Market*](#)

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