

# **Intravenous (IV) Hydration Therapy Market By Service (Immune boosters, Energy boosters, Skin care, Migraine, Others), By Component (Medicated, Non-medicated) By End user (Hospital & clinics, Wellness centers & spas, Home healthcare, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### **Intravenous (IV) Hydration Therapy Market**

The intravenous (IV) hydration therapy market was valued at \$2.3 billion in 2023 and is projected to reach \$4.9 billion by 2033, growing at a CAGR of 7.8% from 2024 to 2033.

Intravenous (IV) hydration therapy is the medical procedure in which medications, fluids, vitamins, and electrolytes are infused directly into the bloodstream through a vein. The therapy is a highly effective procedure as it ensures efficient and quick replenishment of essential fluids and nutrients lost due to dehydration. Dehydration is the excessive loss of fluids from the body caused by some illness, excessive alcohol consumption, or intense physical activity. The treatment is applicable in diverse medical settings for the management of chronic conditions, preoperative & postoperative care, and to cure patients with severe infections or gastrointestinal problems.

One of the key drivers of the intravenous (IV) hydration therapy market is increase in uptight lifestyle among individuals with high stress levels. A stressed lifestyle is one of the most common reasons for rising dehydration among individuals. In addition, the geriatric population is growing exponentially across the globe, who are highly

susceptible to ailments and hospitalization. This boosts the demand for IV hydration therapy, thus augmenting the market growth. In recent times, the administration of IV therapy as a part of self-care routine or rejuvenation is trending, particularly among celebrities. Moreover, specialized centers called “hydration bars” are being established for people to receive therapy as a form of relaxation.

However, the availability of other alternatives for hydration therapy, such as the oral rehydration solutions restrain the development of the market. Furthermore, the shortage of dedicated medical facilities and well-trained staff, particularly in rural areas, presents challenges for the expansion of the market. On the contrary, advancements in technology and modifications in the conventional formulations administered during treatment are presenting lucrative opportunities for market growth. For instance, personalized solutions are being developed according to the requirements of every individual, hence aiding them to achieve their health goal.

## Segment Review

The intravenous (IV) hydration therapy market is segmented into service, component, end user, and region. On the basis of service, the market is divided into immune boosters, energy boosters, skin care, migraine, and others. By component, it is bifurcated into medicated and non-medicated. As per end user, it is categorized into hospital & clinics, wellness centers & spas, home healthcare, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of service, the immune boosters segment dominates the market.

By component, the medicated segment experiences significant demand in the market.

As per end user, the hospital & clinics segment acquires a high share of the market.

Region wise, North America leads the market.

## Competition Analysis

The major players operating in the global intravenous (IV) hydration therapy market

include Davita, Nikkis%li%Co. Ltd., Core IV Therapy, LLC, Cryojuvenate UK Ltd., B. Braun Medical Inc., Otsuka Pharmaceutical Co., Ltd., NexGen Health, JW Life Science Corporation, Amanta Healthcare Limited., and Baxter International Inc. These players have adopted various key developmental strategies such as business expansion, new product launches, and partnerships t%li%strengthen their foothold in the market.

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Historic market data

Reimbursement Scenario

## Key Market Segments

### By Service

Immune boosters

Energy boosters

Skin care

Migraine

Others

### By Component

Medicated

Non-medicated

### By End User

Hospital clinics

Wellness centers spas

Home healthcare

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Davita

Nikkis%li%Co. Ltd.

Core IV Therapy, LLC

Cryojuvenate UK Ltd.

B. Braun Medical Inc.

Otsuka Pharmaceutical Co., Ltd.

NexGen Health

JW Life Science Corporation

Amanta Healthcare Limited.

Baxter International Inc.?

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