

# **U.S. Digital Therapeutics Market by Application (Diabetes, Obesity, Cardiovascular Disease (CVD), Central Nervous System (CNS) Disease, Respiratory Disease, Smoking Cessation, Gastrointestinal Disorder (GID), and Others), Product (Software and Device), and Sales Channel (Business-to-Business(B2B), Business-to-Consumer (B2C)): Opportunity Analysis and Industry Forecast, 2020–2027**

<https://marketpublishers.com/r/UE50D850DC2FEN.html>

Date: August 2020

Pages: 139

Price: US\$ 3,249.00 (Single User License)

ID: UE50D850DC2FEN

## **Abstracts**

The U.S. digital therapeutics market size was valued at \$1.16 billion in 2019 and is expected to reach \$5.08 billion by 2027 with a CAGR of 19.2% during the forecast period.

Digital therapeutics provides evidence-based therapeutic interventions to patients. It is driven by software programs and devices to prevent, manage, or treat a medical condition. Digital therapeutics software application can be used independently or in combination with devices, medications, or any other therapies to provide patient care and health outcomes. These products incorporate advanced technology, best practices regarding the design, usability, clinical validation, and data security. These products are reviewed and approved by regulatory bodies before use. Furthermore, digital therapeutics empower patients, healthcare providers, and payers with intelligent and accessible tools for addressing a wide range of conditions through high quality, safe, and effective data-driven interventions.

Increase in adoption of smartphones and tablets coupled with healthcare apps, growth

in need to control healthcare cost, and rise in incidence of chronic diseases drive the growth of the U.S. digital therapeutics market. However, lack of awareness regarding digital therapeutics and patient data privacy concerns restrain the market growth. The impact of the driving factors is expected to surpass that of the restraints. Hence, the market is projected to grow at a CAGR of 19.2% from 2020 to 2027. On the contrary, favorable laws and regulations for digital health technology and increase in investments in digital therapeutics are anticipated to offer significant growth opportunities for the market players in the future.

The U.S. digital therapeutics market is segmented into application, product type, sales channel, and region. By application, it is divided into diabetes, obesity, cardio vascular diseases (CVD), central nervous system (CNS) disease, respiratory diseases, smoking cessation, gastrointestinal disorders, and others. By product, it is classified into software and devices. Further, on the basis of sales channel, it is bifurcated into business-to-business (B2B) and business-to-consumers (B2C). Furthermore, business-to-business (B2B) is categorized into employer & payer, healthcare providers, and others. By business-to-consumers, it is classified into patients and caregivers.

## KEY BENEFITS FOR STAKEHOLDERS

This report provides a detailed quantitative analysis of the current U.S. digital therapeutics market trends and future estimations from 2020 to 2027, which assists to identify the prevailing market opportunities.

An in-depth analysis of various regions is anticipated to provide a detailed understanding of the current trends to enable stakeholders to formulate country-specific plans.

A comprehensive analysis of the factors that drive and restrain the growth of the U.S. digital therapeutics market is provided.

An extensive analysis of various regions provides insights that allow companies to strategically plan their business moves.

## KEY MARKET SEGMENTS

By Application

Diabetes

Obesity

Cardiovascular Disease (CVD)

Central Nervous System (CNS) Disease

Respiratory Disease

Smoking Cessation

Gastrointestinal Disorder (GID)

Others

#### By Product

Software

Device

#### By Sales Channel

Business-to-Business (B2B)

Employer and Payer

Healthcare Provider

Others

Business-to-Consumer (B2C)

Patient

Caregiver

## KEY MARKET PLAYERS

2MORROW, Inc.

Fitbit, Inc. (Twine Health, Inc.)

Livongo Health, Inc.

Medtronic Plc.

Omada Health, Inc.

Pear Therapeutics, Inc.

Proteus Digital Health, Inc.

Resmed, Inc. (Propeller Health)

Voluntis, Inc.

Welldoc, Inc.

The other players in the value chain include (profiles not included in the report):

Canary Health Inc.

Mango Health Inc.

Noom, Inc.

Dthera Sciences

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.key market segments
- 1.4.Research methodology
  - 1.4.1.Secondary research
  - 1.4.2.Primary research
  - 1.4.3.Analyst tools & models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
  - 3.2.1.Top investment pockets
  - 3.2.2.Top winning strategies
- 3.3.Top Player Positioning, 2019
- 3.4.Porter's five forces analysis
- 3.5.Market dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Increase in adoption of smartphones, tablets, and smart wearables, coupled with healthcare apps
    - 3.5.1.2.Urge in need to control healthcare costs
    - 3.5.1.3.Rise in prevalence of chronic diseases
    - 3.5.1.4.Growth in adoption of advanced technologies and tech-driven healthcare products & applications
  - 3.5.2.Restraints
    - 3.5.2.1.Lack of reimbursement policies for digital therapeutics
    - 3.5.2.2.Patient data privacy concerns
  - 3.5.3.Opportunity
    - 3.5.3.1.Favorable laws and regulations for digital health technology
    - 3.5.3.2.Increase in investments in digital therapeutics
- 3.6.Impact analysis of COVID-19 on the U.S. digital therapeutics market

## **CHAPTER 4: DIGITAL THERAPEUTICS MARKET, BY APPLICATION**

### 4.1. Overview

#### 4.1.1. Market size and forecast

### 4.2. Diabetes

#### 4.2.1. Key market trends and growth opportunities

#### 4.2.2. Market size and forecast

### 4.3. Obesity

#### 4.3.1. Key market trends and growth opportunities

#### 4.3.2. Market size and forecast

### 4.4. Cardiovascular diseases

#### 4.4.1. Key market trends and growth opportunities

#### 4.4.2. Market size and forecast

### 4.5. Central nervous system (CNS) diseases

#### 4.5.1. Key market trends and growth opportunities

#### 4.5.2. Market size and forecast

### 4.6. Gastrointestinal disorder

#### 4.6.1. Key market trends and growth opportunities

#### 4.6.2. Market size and forecast

### 4.7. Respiratory diseases

#### 4.7.1. Key market trends and growth opportunities

#### 4.7.2. Market size and forecast

### 4.8. Smoking cessation

#### 4.8.1. Key market trends and growth opportunities

#### 4.8.2. Market size and forecast

### 4.9. Others

#### 4.9.1. Key market trends and growth opportunities

#### 4.9.2. Market size and forecast

## **CHAPTER 5: DIGITAL THERAPEUTICS MARKET, BY PRODUCT**

### 5.1. Overview

#### 5.1.1. Market size and forecast

### 5.2. Software

#### 5.2.1. Market size and forecast

### 5.3. Devices

#### 5.3.1. Market size and forecast

## **CHAPTER 6: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL**

### 6.1. Overview

#### 6.1.1. Market size and forecast

### 6.2. Business-To-Business (b2b)

#### 6.2.1. Market size and forecast, by type

#### 6.2.2. Employer and Payer

##### 6.2.2.1. Market size and forecast

#### 6.2.3. Healthcare Providers

##### 6.2.3.1. Market size and forecast

#### 6.2.4. Others

##### 6.2.4.1. Market size and forecast

### 6.3. Business-to-consumers

#### 6.3.1. Market size and forecast, by type

#### 6.3.2. Patients

##### 6.3.2.1. Market size and forecast

#### 6.3.3. Caregivers

##### 6.3.3.1. Market size and forecast

## **CHAPTER 7: COMPANY PROFILES**

### 7.1.2. MORROW, INC.

#### 7.1.1. Company overview

#### 7.1.2. Company snapshot

#### 7.1.3. Operating business segments

#### 7.1.4. Product portfolio

#### 7.1.5. Key strategic moves and developments

### 7.2. FITBIT, INC. (TWINE HEALTH, INC.)

#### 7.2.1. Company overview

#### 7.2.2. Company snapshot

#### 7.2.3. Product portfolio

#### 7.2.4. Business performance

#### 7.2.5. Key strategic moves and developments

### 7.3. LIVONGO HEALTH, INC.

#### 7.3.1. Company overview

#### 7.3.2. Company snapshot

#### 7.3.3. Product portfolio

#### 7.3.4. Business performance

#### 7.3.5. Key strategic moves and developments

#### 7.4.MEDTRONIC PLC.

- 7.4.1.Company overview
- 7.4.2.Company snapshot
- 7.4.3.Operating business segments
- 7.4.4.Product portfolio
- 7.4.5.Business performance
- 7.4.6.Key strategic moves and developments

#### 7.5.PEAR THERAPEUTICS, INC.

- 7.5.1.Company overview
- 7.5.2.Company snapshot
- 7.5.3.Operating business segments
- 7.5.4.Product portfolio
- 7.5.5.Key strategic moves and developments

#### 7.6.OMADA HEALTH, INC.

- 7.6.1.Company overview
- 7.6.2.Company snapshot
- 7.6.3.Operating business segments
- 7.6.4.Product portfolio
- 7.6.5.Key strategic moves and developments

#### 7.7.PROTEUS DIGITAL HEALTH, INC.

- 7.7.1.Company overview
- 7.7.2.Company snapshot
- 7.7.3.Operating business segments
- 7.7.4.Product portfolio
- 7.7.5.Key strategic moves and developments

#### 7.8.RESMED, INC. (PROPELLER HEALTH)

- 7.8.1.Company overview
- 7.8.2.Company snapshot
- 7.8.3.Operating business segments
- 7.8.4.Product portfolio
- 7.8.5.Business performance
- 7.8.6.Key strategic moves and developments

#### 7.9.VOLUNTIS, INC.

- 7.9.1.Company overview
- 7.9.2.Company snapshot
- 7.9.3.Operating business segments
- 7.9.4.Product portfolio
- 7.9.5.Business performance
- 7.9.6.Key strategic moves and developments



## 7.10.WELLDOC, INC.

7.10.1.Company overview

7.10.2.Company snapshot

7.10.3.Operating business segments

7.10.4.Product portfolio

7.10.5.Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01.U.S. DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 02.SMART PILLS FOR CAPSULE ENDOSCOPY, DRUG DELIVERY, AND PATIENT MONITORING AVAILABLE IN THE MARKET

TABLE 03.U.S. DIGITAL THERAPEUTICS MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 04.DIGITAL THERAPEUTIC APPLICATIONS AND SOFTWARE PLATFORMS

TABLE 05.U.S. DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2019–2027 (\$MILLION)

TABLE 06.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-BUSINESS SALES CHANNEL, BY TYPE, 2019–2027 (\$MILLION)

TABLE 07.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-CONSUMERS SALES CHANNEL, BY TYPE, 2019–2027 (\$MILLION)

TABLE 08.2MORROW: COMPANY SNAPSHOT

TABLE 09.2MORROW: PRODUCT PORTFOLIO

TABLE 10.FITBIT: COMPANY SNAPSHOT

TABLE 11.FITBIT: PRODUCT PORTFOLIO

TABLE 12.LIVONGO: COMPANY SNAPSHOT

TABLE 13.LIVONGO: PRODUCT PORTFOLIO

TABLE 14.MEDTRONIC: COMPANY SNAPSHOT

TABLE 15.MEDTRONIC: OPERATING SEGMENTS

TABLE 16.MEDTRONIC: PRODUCT PORTFOLIO

TABLE 17.PEAR: COMPANY SNAPSHOT

TABLE 18.PEAR: PRODUCT PORTFOLIO

TABLE 19.OMADA: COMPANY SNAPSHOT

TABLE 20.OMADA: PRODUCT PORTFOLIO

TABLE 21.PROTEUS: COMPANY SNAPSHOT

TABLE 22.PROTEUS: PRODUCT PORTFOLIO

TABLE 23.RESMED: COMPANY SNAPSHOT

TABLE 24.RESMED: OPERATING SEGMENTS

TABLE 25.RESMED: PRODUCT PORTFOLIO

TABLE 26.VOLUNTIS: COMPANY SNAPSHOT

TABLE 27.VOLUNTIS: OPERATING SEGMENTS

TABLE 28.VOLUNTIS: PRODUCT PORTFOLIO

TABLE 29.WELLDIC: COMPANY SNAPSHOT

## TABLE 30.WELLDOC: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

- FIGURE 01.U.S. DIGITAL THERAPEUTICSS MARKET SEGMENTATION
- FIGURE 02.TOP INVESTMENT POCKETS IN U.S DIGITAL THERAPEUTICS MARKET, 2019
- FIGURE 03.TOP WINNING STRATEGIES, BY YEAR, 2017–2020\*
- FIGURE 04.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020\* (%)
- FIGURE 05.TOP WINNING STRATEGIES, BY COMPANY, 2017–2020\*
- FIGURE 06.TOP PLAYER POSITIONING, 2019
- FIGURE 07.MODERATE BARGAINING POWER OF SUPPLIERS
- FIGURE 08.HIGH BARGAINING POWER OF BUYERS
- FIGURE 09.LOW THREAT OF SUBSTITUTION
- FIGURE 10.MODERATE THREAT OF NEW ENTRANT
- FIGURE 11.MODERATE COMPETITIVE RIVALRY
- FIGURE 12.U.S. DIGITAL THERAPEUTICS MARKET: RESTRAINTS, DRIVERS, AND OPPORTUNITY
- FIGURE 13.U.S. DIGITAL THERAPEUTICS MARKET, BY APPLICATION
- FIGURE 14.U.S. DIGITAL THERAPEUTICS MARKET FOR DIABETES, 2019–2027 (\$MILLION)
- FIGURE 15.U.S. DIGITAL THERAPEUTICS MARKET FOR OBESITY, 2019–2027 (\$MILLION)
- FIGURE 16.U.S. DIGITAL THERAPEUTICS MARKET FOR CARDIOVASCULAR DISEASE, 2019–2027 (\$MILLION)
- FIGURE 17.U.S. DIGITAL THERAPEUTICS MARKET FOR CENTRAL NERVOUS SYSTEM, 2019–2027 (\$MILLION)
- FIGURE 18.U.S. DIGITAL THERAPEUTICS MARKET FOR GASTROINTESTINAL DISORDERS, 2019–2027 (\$MILLION)
- FIGURE 19.U.S. DIGITAL THERAPEUTICS MARKET FOR RESPIRATORY DISEASES, 2019–2027 (\$MILLION)
- FIGURE 20.U.S. DIGITAL THERAPEUTICS MARKET FOR SMOKING CESSATION, 2019–2027 (\$MILLION)
- FIGURE 21.U.S. DIGITAL THERAPEUTICS MARKET FOR OTHER APPLICATIONS, 2019–2027 (\$MILLION)
- FIGURE 22.U.S. DIGITAL THERAPEUTICS MARKET, BY PRODUCT
- FIGURE 23.U.S. DIGITAL THERAPEUTICS MARKET FOR SOFTWARE, 2019-2027 (\$MILLION)
- FIGURE 24.U.S. DIGITAL THERAPEUTICS MARKET FOR DEVICES, 2019-2027

(\$MILLION)

FIGURE 25.U.S. DIGITAL THERAPEUTICS MARKET BY SALES CHANNEL

FIGURE 26.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-BUSINESS SALES CHANNEL, BY EMPLOYER AND PAYER, 2019–2027 (\$MILLION)

FIGURE 27.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-BUSINESS SALES CHANNEL, BY HEALTHCARE PROVIDERS, 2019–2027 (\$MILLION)

FIGURE 28.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-BUSINESS SALES CHANNEL, BY OTHERS, 2019–2027 (\$MILLION)

FIGURE 29.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-CONSUMERS SALES CHANNEL, BY PATIENTS, 2019–2027 (\$MILLION)

FIGURE 30.U.S. DIGITAL THERAPEUTICS MARKET FOR BUSINESS-TO-CONSUMERS SALES CHANNEL, BY CAREGIVERS, 2019–2027 (\$MILLION)

FIGURE 31.FITBIT: NET SALES, 2017–2019 (\$MILLION)

FIGURE 32.FITBIT: NET SALES BY REGION, 2019 (%)

FIGURE 33.LIVONGO: NET SALES, 2017–2019 (\$MILLION)

FIGURE 34.MEDTRONIC: NET SALES, 2017–2019 (\$MILLION)

FIGURE 35.MEDTRONIC: REVENUE SHARE, BY SEGMENT, 2019 (%)

FIGURE 36.MEDTRONIC: REVENUE SHARE, BY REGION, 2019 (%)

FIGURE 37.RESMED: NET SALES, 2017–2019 (\$MILLION)

FIGURE 38.RESMED: REVENUE SHARE, BY REGION, 2019 (%)

FIGURE 39.VOLUNTIS: NET SALES, 2017–2019 (\$MILLION)

FIGURE 40.VOLUNTIS: REVENUE SHARE, BY SEGMENT, 2019 (%)

FIGURE 41.VOLUNTIS: REVENUE SHARE, BY REGION, 2019 (%)

## I would like to order

Product name: U.S. Digital Therapeutics Market by Application (Diabetes, Obesity, Cardiovascular Disease (CVD), Central Nervous System (CNS) Disease, Respiratory Disease, Smoking Cessation, Gastrointestinal Disorder (GID), and Others), Product (Software and Device), and Sales Channel (Business-to-Business(B2B), Business-to-Consumer (B2C)): Opportunity Analysis and Industry Forecast, 2020–2027

Product link: <https://marketpublishers.com/r/UE50D850DC2FEN.html>

Price: US\$ 3,249.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UE50D850DC2FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970