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Global Digital Health for Musculoskeletal Care Market Size Study, by Component (Hardware, Software & Services), by Solution (Online/Virtual Consultations, Pain Management Therapy Programs, Remote Monitoring, Others), by Condition (Back Pain, Knee & Lower Leg Pain, Foot & Ankle Pain, Others), by End-Use (Patients, Providers, Payers, Other Buyers), and Regional Forecasts 2022-2032

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Abstracts

The global Digital Health for Musculoskeletal Care market is valued at approximately USD 3.74 billion in 2023 and is projected to grow at a robust CAGR of 17.7% during the forecast period 2024-2032. This market is significantly propelled by the increasing prevalence of musculoskeletal disorders such as arthritis, osteoporosis, and chronic back pain, coupled with the surging demand for personalized care and remote patient management solutions. Digital health technologies, including wearable devices, telemedicine platforms, and mobile applications, have revolutionized musculoskeletal care by enabling real-time monitoring, personalized therapy plans, and enhanced treatment outcomes. The continuous integration of artificial intelligence (AI) and machine learning (ML) into diagnostic and therapeutic applications is further amplifying the market's potential.

The rising adoption of innovative digital tools in healthcare settings has reshaped musculoskeletal management. For instance, wearable devices such as fitness trackers and smartwatches offer continuous monitoring of posture, joint movements, and physical activity, facilitating early diagnosis and treatment adherence. Mobile applications empower patients by providing tailored exercise programs and symptom

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tracking. Telemedicine platforms have bridged the gap in care delivery by offering remote consultations, reducing the dependency on in-person visits, and enhancing accessibility. The increasing funding in the digital health domain is also a driving force. Notably, Sword Health's USD 130 million funding round to expand AI-powered virtual MSK care underscores the sector's rapid innovation and growth.

Regionally, North America dominated the market in 2023 due to its advanced healthcare infrastructure, higher adoption of digital health technologies, and substantial investments in AI-powered solutions. Europe follows closely with significant advancements in digital MSK care, driven by government initiatives and public-private collaborations. Asia Pacific is poised for the fastest growth owing to rising healthcare digitization, increasing awareness of digital health solutions, and the growing prevalence of musculoskeletal disorders. Countries like Japan and India are leveraging wearable technologies and telemedicine to cater to their aging populations and underserved areas.

The competitive landscape in the digital health for musculoskeletal care market is marked by dynamic innovations and strategic initiatives. Leading players such as Hinge Health, SWORD Health, and Kaia Health are actively advancing their product offerings. For example, Hinge Health expanded its services to include in-person physical therapy visits, enhancing its digital care framework. Similarly, Omada Health's telehealth accreditation demonstrates the commitment to delivering accessible, high-quality MSK care.

Major market players included in this report are:

Hinge Health

SWORD Health

Kaia Health

IncludeHealth

Phynova

Upswing Health

Vori Health

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Omada Health

getUbetter

Fern Health

Force Therapeutics

Exer Health

Bardavon

Central London Community Healthcare NHS Trust

MedBridge

The detailed segments and sub-segment of the market are explained below:

By Component:

Hardware

Monitoring Devices

Wearable Devices

Software & Services

Telemedicine Platforms

Mobile Applications

Rehabilitation Software

Remote Monitoring

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By Solution:

- Online/Virtual Consultations
- Pain Management Therapy Programs
- Remote Monitoring
- Others

By Condition:

- Back Pain
- Foot & Ankle Pain
- Knee & Lower Leg Pain
- Neck & Shoulder Pain
- Pelvis, Hip & Thigh Pain
- Others

By End-Use:

- Patients
- Providers
- Payers
- Other Buyers

By Region:

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North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

Spain

Italy

France

Denmark

Norway

Sweden

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

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Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Market estimates & forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market

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approach.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

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Contents

CHAPTER 1. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET EXECUTIVE SUMMARY

1.1. Global Market Size & Forecast (2022-2032)
1.2. Regional Summary
1.3. Segmental Summary
  1.3.1. By Component
  1.3.2. By Solution
  1.3.3. By Condition
  1.3.4. By End Use
1.4. Key Trends
1.5. Recession Impact
1.6. Analyst Recommendations & Conclusion

CHAPTER 2. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET DEFINITION AND RESEARCH ASSUMPTIONS

2.1. Research Objective
2.2. Market Definition
2.3. Research Assumptions
  2.3.1. Inclusion & Exclusion
  2.3.2. Limitations
  2.3.3. Supply Side Analysis
  2.3.4. Demand Side Analysis
2.4. Estimation Methodology
2.5. Years Considered for the Study
2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET DYNAMICS

3.1. Market Drivers
  3.1.1. Rising Prevalence of Musculoskeletal Disorders
  3.1.2. Technological Advancements in Wearable Devices
  3.1.3. Increasing Adoption of Telemedicine
3.2. Market Challenges
  3.2.1. Regulatory Hurdles and Data Privacy Concerns

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3.2.2. High Costs of Initial Implementation
3.3. Market Opportunities
3.3.1. Expansion in Emerging Economies
3.3.2. Integration of AI and Machine Learning

CHAPTER 4. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET INDUSTRY ANALYSIS

4.1. Porter’s Five Force Model
4.1.1. Bargaining Power of Suppliers
4.1.2. Bargaining Power of Buyers
4.1.3. Threat of New Entrants
4.1.4. Threat of Substitutes
4.1.5. Competitive Rivalry
4.2. PESTEL Analysis
4.2.1. Political
4.2.2. Economical
4.2.3. Social
4.2.4. Technological
4.2.5. Environmental
4.2.6. Legal
4.3. Investment Opportunities
4.4. Winning Strategies
4.5. Disruptive Trends
4.6. Analyst Recommendations

CHAPTER 5. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SIZE & FORECAST BY COMPONENT

5.1. Segment Dashboard
5.2. Revenue Trends
5.2.1. Hardware
5.2.2. Software & Services

CHAPTER 6. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SIZE & FORECAST BY SOLUTION

6.1. Segment Dashboard
6.2. Revenue Trends

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6.2.1. Online/Virtual Consultations
6.2.2. Pain Management Therapy Programs
6.2.3. Remote Monitoring
6.2.4. Others

CHAPTER 7. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SIZE & FORECAST BY CONDITION

7.1. Segment Dashboard
7.2. Revenue Trends
7.2.1. Back Pain
7.2.2. Foot & Ankle Pain
7.2.3. Knee & Lower Leg Pain
7.2.4. Neck & Shoulder Pain
7.2.5. Pelvis, Hip & Thigh Pain
7.2.6. Others

CHAPTER 8. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SIZE & FORECAST BY END USE

8.1. Segment Dashboard
8.2. Revenue Trends
8.2.1. Patients
8.2.2. Providers
8.2.3. Payers
8.2.4. Other Buyers

CHAPTER 9. GLOBAL DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SIZE & FORECAST BY REGION

9.1. North America
9.1.1. U.S.
9.1.2. Canada
9.1.3. Mexico
9.2. Europe
9.2.1. Germany
9.2.2. U.K.
9.2.3. France
9.2.4. Spain

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9.2.5. Italy
9.2.6. Denmark
9.2.7. Norway
9.2.8. Sweden
9.3. Asia Pacific
9.3.1. Japan
9.3.2. China
9.3.3. India
9.3.4. Australia
9.3.5. Thailand
9.3.6. South Korea
9.4. Latin America
9.4.1. Brazil
9.4.2. Argentina
9.5. Middle East & Africa
9.5.1. South Africa
9.5.2. Saudi Arabia
9.5.3. UAE
9.5.4. Kuwait

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Key Company SWOT Analysis
10.1.1. Hinge Health
10.1.2. SWORD Health
10.1.3. Kaia Health
10.2. Top Market Strategies
10.3. Company Profiles
10.3.1. Key Information
10.3.2. Overview
10.3.3. Financial (Subject to Data Availability)
10.3.4. Product Summary
10.3.5. Market Strategies

CHAPTER 11. RESEARCH PROCESS

11.1. Research Process
11.1.1. Data Mining
11.1.2. Analysis

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11.1.3. Market Estimation
11.1.4. Validation
11.1.5. Publishing
11.2. Research Attributes

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