

# **Global Digital Therapeutics (DTx) Market by Application (Preventive Applications, Treatment/Care-related Applications), Sales Channel (B2C, B2B), Regional Forecasts 2021-2027**

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## **Abstracts**

Global Digital Therapeutics Market is valued approximately at USD 2.6 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 31.4% over the forecast period 2021-2027. Digital therapeutics (DTx), a new segment of the digital health industry, is software- and evidence-based therapeutic treatment that may be used to prevent, manage, and treat medical conditions including chronic illnesses. DTx uses modern technology like artificial intelligence to improve medication efficacy, allowing for a change of the medical treatment experience. Facilitating the adoption of DTx is the way ahead for industry stakeholders. Digital therapeutics market is driven by the rising focus on preventive healthcare and significant increase in venture capital investment. For instance, The UK government is increasing financing for health literacy programmes and investing more in prevention. The King's Fund estimates that USD 251.21 billion was spent on health services in England during the epidemic. However, just 1.5 percent of this funding goes to support NHS public health programmes, which are primarily focused on prevention. Furthermore, Chronic diseases have created a higher pressure on healthcare systems across the world. Cardiovascular disease (CVD) is the leading cause of mortality worldwide, according to a report published by the American Heart Association in 2016 published Heart Diseases and Stroke Statistics at a Glance. CVD causes 17.3 million deaths per year, with the number predicted to rise to 23.6 million by 2030. Furthermore, Digital therapeutics have a lot of potential in emerging economies like India, China, and the Middle East. Due to a lack of knowledge, the limited availability of these solutions, a lack of IT infrastructure, and financial and societal restrictions, the market is still in its infancy in most geographies. On the other hand, chronic disease is prevalent in most emerging economies. According to WHO

estimates, by 2020, chronic diseases will be responsible for 70 percent of the total deaths in developing countries. On the worldwide level, by 2025, ~60 percent of the burden of chronic diseases would be in emerging economies. However, Patient data privacy concerns, may impede market growth over the forecast period of 2021-2027.

North America, Europe, Asia Pacific, and the Rest of the World comprise up the digital therapeutics market. North America had the largest market share in 2020, followed by Europe. North America's market is also anticipated to increase at the fastest rate. Market growth in this region is fueled by factors such as the entry of new startups, rising investments in digital therapeutics, changes in the reimbursement system for digital therapeutics, and government initiatives to promote technical advancements.

Major market player included in this report are:

Better Therapeutics  
Pear Therapeutics  
Wellthy Therapeutics  
Mindstrong Health  
Mindable Health  
Virta Health  
Ayogo Health  
Akili Interactive Labs, Inc.  
Cognoa, Inc.  
Kaia Health

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Sales Channel:

B2B

B2C

By Application:

Preventive Applications

Treatment/Care-related Applications

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Digital Therapeutics Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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