

Global Health Intelligent Virtual Assistant Market Size study, by Product (Chatbot, Smart Speakers), by Technology (Automatic Speech Recognition, Text to Speech, Text Based), by End-user (Payer, Providers, Others), and Regional Forecasts 2022-2032

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Abstracts

Global Health Intelligent Virtual Assistant Market is valued approximately at USD 400.17 million in 2023 and is anticipated to grow with a remarkable growth rate of more than 24.78% over the forecast period 2024-2032. Health Intelligent Virtual Assistant is a digital tool leveraging AI and natural language processing to interact with patients, provide medical information, and assist in managing health conditions. HIVAs offer personalized health advice, schedule appointments, track medication adherence, and answer medical queries. Their applications span telemedicine, chronic disease management, mental health support, and administrative tasks in healthcare settings, enhancing patient engagement, improving access to healthcare services, and streamlining clinical workflows.

The Global Health Intelligent Virtual Assistant Market is driven incidence of growth hormone deficiencies and increase in geriatric population across the world. Growth hormone deficiencies necessitate continuous medical monitoring and management, which HIVAs efficiently provide through personalized care and real-time support. Additionally, the growing elderly population requires frequent medical attention and assistance with daily health management. HIVAs enhance healthcare access and quality for older adults, offering support for medication adherence, chronic disease management, and appointment scheduling, thereby driving market growth. In addition, increasing importance of automation and Automatic Speech Recognition (ASR) technologies in the healthcare sector is further driving the significance of AI-driven MVAs. Moreover, Advancements in products and services are gaining momentum due to the digital transformation within the healthcare sector. Increased proof of concept

studies in various healthcare areas and higher adoption rates of virtual assistants is anticipated to create lucrative opportunities for the market. However, lack of skilled professionals is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the market accounting for the largest revenue share, attributed to the high adoption of IoT and extensive smartphone usage. The shortage of clinicians and the need for a proactive healthcare facility due to the growing population in countries such as the U.S. is expected to drive the regional market. The Asia Pacific region is anticipated to register the highest CAGR during the forecast period, with countries such as China and India actively implementing health intelligent virtual assistants in their healthcare industries. The increasing population and shortage of skilled physicians and therapists in the region fuel the demand for virtual assistants.

Major market players included in this report are:

CSS Corp

CodeBaby, Inc

eGain Corporation

Kognito

Microsoft

MEDRESPOND

Next IT Solutions

Nuance Communications, Inc.

True Image Interactive, Inc.

Virgin Pulse

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

By Product:

- Chatbot
- Smart Speakers

By Technology:

- Automatic Speech Recognition
- Text to Speech
- Text Based

By End-user:

- Payer
- Providers
- Others

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
- RoLA

Middle East & Africa:

- Saudi Arabia
- South Africa
- RoMEA

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 approach.
- Analysis of the competitive structure of the market.
- Demand side and supply side analysis of the market

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