

Global Healthcare Customer Data Platform Market Size study, by Component Outlook (Software, Services) by Deployment Mode Outlook (On-premise, Cloud-based) by Organization Size Outlook (Large Enterprises, Small & Medium-sized Enterprises) by Application Outlook (Personalized Recommendations, Predictive Analytics, Marketing Data Segmentation, Customer Retention and Engagement, Security Management, Others) and Regional Forecasts 2022-2028

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Abstracts

Global Healthcare Customer Data Platform Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Healthcare Customer Data Platform (HCDP) is an online software which helps in aggregating and organizing customers data across a variety of touchpoints. The increase in demand of cloud computing is rising the demand for healthcare customer data platform. For Instance: as per Statista, in the first quarter of 2016, total market revenue of the healthcare sector stood at about \$8 billion within two years, the size of the market doubled, and within three years it reached \$24.1 billion in the first quarter of 2019. Along with this, the companies are also growing their business in healthcare customer data platform. According to the Alibaba's first-quarter report for 2020 shows the company grew its cloud business by 66 percent year-over-year, the fastest-growing segment of its business. Also, the rising demand for improved omnichannel experiences is further expected to fuel market growth over the forecast period. However, breach of customers data is impeding the growth of the market over

the forecast period of 2022-2028.

The key regions considered for the Global Healthcare Customer Data Platform Market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the dominating region across the world in terms of market share owing to the high adoption of technology, growing digital literacy, development of information technology infrastructure and the presence of key market players in the region is driving the market growth for the forecasted period. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2022-2028. Factors such as rising disposable income, rising adoption of advanced healthcare IT solutions would create lucrative growth prospects for the Healthcare Customer Data Platform market across Asia-Pacific region.

Major market player included in this report are:

Microsoft

Mercury Healthcare, Inc.

Tealium, Inc.

Innovaccer Inc.

Adobe

Treasure Data, Inc.

Skypoint Cloud Inc.

Solix Technologies, Inc.

Salesforce.com, Inc.

Reltio

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 Component Outlook:

Software

Services

By Deployment Mode Outlook:

On-premise

Cloud-based

By Organization Size Outlook:

Large Enterprises

Small & Medium-sized Enterprises

By Application Outlook:

Personalized Recommendations

Predictive Analytics

Marketing Data Segmentation

Customer Retention and Engagement

Security Management

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Healthcare Customer Data Platform 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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