

Global Healthcare Mobile Application Market Size study, By Type (Appointment Booking and Consultation, Online Pharmacy, Diagnosis and Testing, Fitness Products and Training, Nutrition & Diet, Healthcare Insurance, Remote Patient Monitoring, Others), By Platform (Android, iOS, Others), By Technology (AI-enabled, Non-AI-enabled), By End-user (Consumer, Hospitals/Healthcare Providers, Healthcare Payers, Others) and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/GF04EFDA037BEN.html>

Date: September 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GF04EFDA037BEN

Abstracts

Global Healthcare Mobile Application Market is valued at approximately USD 37.68 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 45.00 % over the forecast period 2022-2028.

The Healthcare Mobile Application can be defined as an application which gives health related updates and services through smartphones or any other electronic devices. These apps are so helpful for people. Through these apps, people get always updated about their fitness and their diseases. The foremost key factor driving is increasing the penetration of smartphones due to the increase in the demand of the Healthcare Mobile Application Market across the world. Mostly, these apps are used on smartphones. Through smartphones, people can up-to-date about their health and fitness. Therefore, smartphones increase the demand for the healthcare mobile application market. For instance, according to Statista, the user of smartphones in the year 2021 is USD 298 million and the user of smartphones in the year 2022 is USD 301.65 million. Moreover,

one more key driving factor is increasing the use of the internet due to increase in the growth of the healthcare mobile application market across the world. These apps are run by the internet. Now a day, the internet is a major part of our life. Through the internet, people get up-to-date about everything. Therefore, the internet gives every update about health, so the internet increases the market growth. For instance, according to the Our World in Data, the number of internet users in India is USD 391 million and the number of internet users in the United States is USD 245 million. The opportunity for the Healthcare Mobile Application Market is the introduction and rapid penetration of mHealth technologies due to increasing the market growth over the forecast period. However, data security concerns impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Healthcare Mobile Application market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing trend of increasing the penetration of smartphones. The Asia Pacific is the fastest growing region due to the increase in the growth of the healthcare mobile application market. It is increasing the penetration of 3G and 4G smartphones would create lucrative growth prospects for the Healthcare Mobile Application market across the Asia Pacific region.

Major market players included in this report are:

Epocrates, Inc.

8FIT

Fitbit, Inc.

Nike, Inc.

Johnson & Johnson Health and Wellness Solutions, Inc.

My FitnessPal

myCigna

1mg

Hidden Brains Info Tech

Konstant Infosolutions Pvt Ltd

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for 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 a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Appointment Booking and Consultation

Online Pharmacy

Diagnosis and Testing

Fitness Products and Training

Nutrition & Diet

Healthcare Insurance

Remote Patient Monitoring

Others

By Platform

Android

iOS

Others

By Technology

AI-enabled

Non-AI-enabled

By End-user

Consumer

Hospitals/Healthcare Providers

Healthcare Payers

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, the 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 Mobile Application 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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