

Digital Therapeutics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

<https://marketpublishers.com/r/D3AC03246EF6EN.html>

Date: November 2024

Pages: 169

Price: US\$ 4,850.00 (Single User License)

ID: D3AC03246EF6EN

Abstracts

The Global Digital Therapeutics Market reached USD 8.9 billion in 2023 and is projected to grow at a CAGR of 31.5% from 2024 to 2032. This remarkable growth is fueled by rapid advancements in healthcare technology and the increasing integration of digital health solutions in managing chronic diseases. Digital therapeutics leverage clinically validated software to deliver medical interventions directly to patients, aiding in the treatment and management of various health conditions.

Rising demand for innovative solutions to manage chronic diseases, alongside preventive care and wellness therapies, is a key market driver. A growing focus on personalized healthcare and the increasing number of health-conscious individuals amplify the demand for DTx, setting a strong foundation for its future expansion.

The market is segmented into software and devices, with the software segment anticipated to grow at a CAGR of 31.7% through 2032. Software-based DTx solutions, primarily accessed via mobile applications, offer unparalleled convenience by enabling real-time feedback, remote monitoring, and personalized care. These platforms align with the shift towards patient-centric healthcare and the rising importance of data-driven treatment strategies. Improved analytics capabilities also support tailored therapeutic plans, enhancing patient outcomes.

Based on application, digital therapeutics market is classified into across diabetes, cardiovascular diseases, obesity, hypertension, mental health, and insomnia. Among these, the diabetes segment is expected to grow at a CAGR of 31% during 2024-2032, driven by the increasing global prevalence of diabetes. Digital therapeutics play a crucial role in managing diabetes through tools that offer real-time monitoring,

medication tracking, and lifestyle guidance, thereby improving adherence and overall patient health.

North America dominated the digital therapeutics market in 2023, with a projected CAGR of 30.7% from 2024 to 2032. Factors contributing to this dominance include a well-established healthcare infrastructure, widespread adoption of smartphones, and regulatory policies that foster digital health innovation. The U.S. leads the region with substantial investments from both private and public sectors, further driving the adoption of DTx solutions. Healthcare providers in the region increasingly integrate digital therapeutics into care plans to enhance patient outcomes and lower healthcare costs.

With continuous advancements in technology and a supportive regulatory framework, North America is poised to remain at the forefront of the digital therapeutics market, setting benchmarks for innovation and adoption.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates & calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Increasing prevalence of chronic diseases
 - 3.2.1.2 Rising need for cost containment
 - 3.2.1.3 Potential to increase quality of care delivery
 - 3.2.2.4 Growing popularity of digital therapeutics
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Security and privacy issues
 - 3.2.2.2 Lack of skilled IT professionals
- 3.3 Growth potential analysis
 - 3.3.1 By component
 - 3.3.2 By application
 - 3.3.3 By sales channel
- 3.4 Regulatory landscape

- 3.4.1 U.S.
- 3.4.2 Europe
- 3.5 Technological landscape
 - 3.5.1 Core technologies
 - 3.5.2 Adjacent technologies
- 3.6 Future market trends
- 3.7 Gap analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Strategy dashboard

CHAPTER 5 MARKET, BY COMPONENT, 2018 - 2032 (USD MILLION)

- 5.1 Key trends
- 5.2 Software
- 5.3 Device

CHAPTER 6 MARKET, BY APPLICATION, 2018 – 2032 (USD MILLION)

- 6.1 Key trends
- 6.2 Diabetes
- 6.3 Obesity
- 6.4 Cardiovascular
- 6.5 Mental & Behavioral health
- 6.6 Hypertension
- 6.7 Insomnia
- 6.8 Others

CHAPTER 7 MARKET, BY SALES CHANNEL, 2018 – 2032 (USD MILLION)

- 7.1 Key trends

7.2 Business-to-Business (B2B)

7.3 Business-to-Consumers (B2C)

CHAPTER 8 MARKET, BY REGION, 2018 – 2032 (USD MILLION)

8.1 Key trends

8.2 North America

8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 Germany

8.3.2 UK

8.3.3 France

8.3.4 Spain

8.3.5 Italy

8.4 Asia Pacific

8.4.1 Japan

8.4.2 China

8.4.3 India

8.4.4 Australia

8.5 Latin America

8.5.1 Brazil

8.5.2 Mexico

8.6 MEA

8.6.1 South Africa

8.6.2 Saudi Arabia

CHAPTER 9 COMPANY PROFILES

9.1 Otsuka Holdings Co., Ltd

9.2 LifeScan Inc.

9.3 Teladoc Health

9.4 Omada Health Inc.

9.5 Pear Therapeutics, Inc.

9.6 Propeller Health (ResMed)

9.7 Teladoc Health

I would like to order

Product name: Digital Therapeutics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

Product link: <https://marketpublishers.com/r/D3AC03246EF6EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D3AC03246EF6EN.html>