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Generative AI in Healthcare Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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Abstracts

The Global Generative AI In Healthcare Market, valued at USD 1.8 billion in 2023, is projected to grow at a robust CAGR of 33.2% from 2024 to 2032. This rapid growth is primarily fueled by advancements in deep learning and natural language processing (NLP), the increasing need for personalized treatments, rising investments in AI-driven healthcare solutions, and the surging volume of healthcare data worldwide.

Generative AI is transforming the healthcare industry by enabling innovative applications such as medical imaging analysis, automated reporting, and conversational tools for patient engagement. These technological advancements are encouraging healthcare providers and organizations to integrate AI solutions into their operations, driving market expansion.

In terms of application, the market is divided into segments such as medical image analysis and diagnostics, drug discovery, patient assistance, personalized treatment, and more. The medical image analysis and diagnostics segment led the market in 2023, generating the highest revenue, owing to the increasing demand for advanced tools that enable early and accurate disease detection.

Generative AI enhances diagnostic capabilities by identifying potential health risks at an earlier stage, helping healthcare providers improve outcomes and focus on preventive care. AI-powered tools offer precise and rapid analysis, significantly boosting their adoption in medical imaging and diagnostics.

The market is further segmented by end use, encompassing healthcare providers, pharmaceutical companies, and healthcare payors. Among these, healthcare providers

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emerged as the dominant segment in 2023 and are expected to reach USD 9.7 billion by the end of the forecast period. Within this segment, hospitals, clinics, and diagnostic centers are increasingly leveraging AI to streamline workflows, optimize patient care, and manage administrative tasks like scheduling and record keeping.

Generative AI plays a crucial role in reducing operational costs for healthcare providers by automating repetitive tasks, enhancing workflow efficiency, and minimizing human errors. These solutions also contribute to better resource allocation and lower hospital readmission rates, ultimately supporting cost-effective healthcare delivery.

North America accounted for the largest revenue share of USD 758.7 million in 2023 and is anticipated to grow significantly through 2032. The region’s advanced healthcare infrastructure, coupled with its rapid adoption of electronic health records (EHR), telemedicine, and other digital tools, creates a fertile ground for generative AI adoption. These factors are expected to drive market growth in the coming years.

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CHAPTER 8 COMPANY PROFILES

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