

# Healthcare Data Monetization Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/H567E6D36335EN.html>

Date: November 2024

Pages: 140

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

ID: H567E6D36335EN

## Abstracts

The Global Healthcare Data Monetization Market, valued at USD 516.2 million in 2023, is forecasted to grow at a CAGR of 17.1% from 2024 to 2032. The rapid expansion is driven by a rising adoption of digital health technologies, an increasing demand for data-driven decision-making, and advancements in data analytics.

In terms of monetization approach, the market is segmented into direct and indirect monetization, with direct monetization generating the highest revenue of USD 353 million in 2023. Direct monetization allows healthcare providers, data organizations, and other entities to license or sell data directly to third-party buyers, such as pharmaceutical companies, insurers, and research bodies. This model supports immediate revenue streams and addresses the demand for high-quality health insights through subscriptions, licensing deals, and pay-per-access models, providing real-time access to essential healthcare data.

The market is further divided by data type into categories, including clinical data, claims data, EHR data, and genomic data. In 2023, clinical data led with a 35% market share. This category, which includes comprehensive patient records, diagnostic results, and treatment histories, offers critical insights for health providers and researchers. Pharmaceutical companies utilize clinical data to enhance drug development, refine clinical trials, and accelerate regulatory approvals, supporting innovations in precision medicine and personalized treatment.

North America led the healthcare data monetization market with revenues of USD 235.6 million in 2023, projected to grow at a 16.6% CAGR through 2032. North America's advanced digital health infrastructure and significant investment in healthcare IT make it

a frontrunner. In the U.S., a vast network of hospitals, health systems, and research institutions generates extensive healthcare data utilized by pharmaceutical companies, insurers, and healthcare providers to enhance patient outcomes and streamline operations.

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