

# Real World Evidence Solutions Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Real World Evidence Solutions Market was valued at USD 2.3 billion in 2024 and is estimated to grow at a CAGR of 16.2 % to reach USD 10.2 billion by 2034.

Market growth is driven by the rising need for real-time clinical insights, the growing demand for cost-effective drug development, and the expanding use of big data analytics in healthcare. RWE solutions are transforming pharmaceutical research, helping companies analyze patient outcomes, treatment efficacy, and safety using real-world data from electronic health records, insurance databases, and patient registries. The growing emphasis on evidence-based decision-making by healthcare providers, regulators, and payers is further fueling market growth. Moreover, advancements in AI and machine learning are enhancing the accuracy and predictive capabilities of RWE platforms, enabling faster clinical trial design and post-market surveillance.

The market is primarily segmented by component, with the services segment held 58.4% share in 2024. This dominance is attributed to the increasing outsourcing of data management, analytics, and regulatory reporting to specialized service providers. The services segment plays a crucial role in assisting biopharma and medical device firms in real-world data integration, interpretation, and compliance management, reducing time-to-market and research costs.

In terms of end-use, the pharmaceutical and medical devices companies segment held 60.4% in 2024, driven by the growing need to demonstrate drug effectiveness and safety beyond clinical trial environments. These companies are leveraging RWE solutions for label expansion, lifecycle management, and strategic decision-making to improve patient outcomes and regulatory compliance.

North America Real World Evidence Solutions Market held 43.2% share in 2024, owing to the region's advanced healthcare infrastructure, supportive regulatory frameworks, and widespread adoption of digital health technologies. The U.S. leads the region due to the presence of major pharmaceutical companies, strong government initiatives promoting RWE-based clinical research, and extensive use of electronic health records and claims databases. The region's focus on precision medicine and patient-centric care continues to drive RWE adoption across healthcare ecosystems.

Key players operating in the Global Real World Evidence Solutions Market include IQVIA, Syneos Health, Oracle Corporation, Flatiron Health, ICON plc, and Medidata Solutions. Companies in the Real World Evidence Solutions Market are strengthening their presence through strategic partnerships, data integration capabilities, and AI-driven analytics innovations. Many are expanding collaborations with healthcare providers and payers to enhance data accessibility and improve real-world study quality. Key players are also investing in scalable cloud-based platforms to streamline data capture, storage, and interpretation while ensuring compliance with evolving data privacy regulations. Additionally, mergers and acquisitions are being leveraged to expand service portfolios and geographic reach.

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