

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

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## Abstracts

U.S. Real World Evidence Solutions Market was valued at USD 909.4 million in 2024 and is estimated to grow at a CAGR of 16.3% to reach USD 4.1 billion by 2034.

The robust growth is fueled by increased emphasis on expediting drug development, lowering costs, and enhancing post-market safety and efficacy evaluation. Stakeholders are placing greater reliance on real-world evidence to guide reimbursement strategies and clinical decision-making. RWE solutions gather, analyze, and interpret data from everyday healthcare environments such as electronic health records, claims databases, registries, and wearable devices to derive clinical insights beyond conventional trial settings. As payers, regulators, and clinicians demand more real-time evidence, the role of RWE is becoming critical throughout the lifecycle of medical products. This dynamic shift toward evidence-driven strategies, plus growing investments in analytics, is reshaping how drugs and devices are developed, approved, and monitored in the U.S. market.

In 2024, the services segment held a 58.4% share. Its leading position is supported by the widespread offering of subscription models and advanced analytics platforms, and by growing uptake of RWE services among life sciences firms. These services encompass study planning, data integration, quality control, and regulatory support. They harmonize diverse data streams from health records to wearable outputs to enable robust real-world studies that meet compliance standards and decision-making needs.

The drug development and approvals segment is expected to reach USD 1.6 billion by 2034. This growth is driven by increased clinical trial activity, the need to optimize trial

designs, and the use of RWE to support regulatory submissions and accelerate approvals. The segment includes protocol formulation, patient recruitment, trial optimization, safety and efficacy monitoring, and evidence generation for regulatory bodies.

The pharmaceutical and medical device companies segment held a 60.4% share in 2024. These organizations are the primary adopters of RWE tools and platforms, deploying them across product lifecycle stages. RWE helps them pinpoint patient cohorts, refine trial protocols, and produce real-world data aligned with regulatory and market access demands, either supplementing or, in some cases, substituting traditional randomized controlled trials.

Prominent participants in the U.S. Real World Evidence Solutions Market include ICON plc, Oracle Corporation, Aetion, Inc., TriNetX, Cytel Inc., Merative, Flatiron Health Inc., Tempus, Syneos Health Inc., Medidata Solutions, Inc., Thermo Fisher Scientific, Inc., UnitedHealth Group Incorporated, IQVIA Holdings Inc., Parexel International Corporation, and Fortrea Holdings Inc. Firms in the U.S. real world evidence solutions market are pursuing several strategic initiatives to solidify their market position. Many are investing heavily in AI and machine learning to improve predictive modeling, causal inference, and data analytics capabilities. Partnerships and alliances with healthcare systems, payers, and research institutions are helping to access richer, more diverse real-world datasets. Acquisitions and mergers are being used to broaden service offerings, add novel technology, or expand geographic reach.

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