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# Digital Health For Musculoskeletal Care Market Size, Share & Trends Analysis Report By Component (Hardware, Software & Services), By End-use (Patients, Providers), By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

**This report can be delivered to the clients within 3 Business Days**

Digital Dietitian Market Growth & Trends

The global digital dietitian market size is expected to reach USD 3.50 billion by 2030, registering a CAGR of 15.2% from 2024 to 2030, according to a new report by Grand View Research, Inc. Increasing adoption of healthcare apps is expected to spur market growth. Since Zoe, a health science company, was launched in April 2022, 130,000 individuals have signed up for the service. At one stage, it had a waiting list of 250,000. The service employs a stool sample, a wearable continuous glucose monitor (CGM), and a pinprick blood test to recommend 'smarter food choices for your body.' Furthermore, the growing adoption of digital health solutions, including digital dietitian solutions, and rising awareness among people regarding health are expected to drive market growth.

Moreover, increasing cases of obesity are anticipated to boost market growth. According to the World Obesity Federation’s World Obesity Atlas 2022, one billion people, including a significant proportion of men & women, will be living with obesity by 2030. Digital dietitian solutions are crucial in combating obesity by enabling users to track their calorie intake, monitor daily activities, and implement effective diet management strategies. This trend aids in weight loss and drives market growth as more individuals seek personalized solutions to improve their health & well-being.

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Increasing research and development activities is supplementing market growth. In May 2021, Curtin University received over 1 million dollars in funding from the Federal Government to conduct a research project to enhance the availability of a new high-quality diet evaluation and therapy application for individuals dealing with obesity. The funding supported testing a smartphone application that enabled patients to submit images of their meals for dietitians to assess and offer customized, individualized feedback over a year.

The major players operating in the market are adopting strategies such as collaborations, supply agreements, and partnerships with a major focus on enhancing product formation and reach. In addition, the players are securing funding from government and non-government bodies to develop advanced products. For instance , in July 2024, Director Dr. Hemalatha R introduced the 'NUTRIFY INDIA NOW (NIN) 2.0' mobile application and the 'Nutrition Atlas' web app. These apps enable users to geo-visualize and compare nutrition indicators from various surveys based on age, gender, and physiological group. Users can utilize this app to monitor their nutritional intake and physical activity and receive health recommendations.

In addition, there is increasing penetration of smartphones globally. The Hindu reported that more than 2 billion 5G smartphones were delivered globally in the final quarter of 2023, with China, Western Europe, and the U.S. contributing to nearly 70% of all 5G shipments. In addition, the cost & availability of 5G smartphones increased as the price difference between 4G and 5G chipsets reduced, contributing to segment growth. The 2024 Kepios report states that almost all the global internet users, which is 95.9%, use a mobile device to access the internet at least sometimes. Moreover, mobile phones currently represent about 56.9% of online time and contribute 60% of the world’s web traffic. Hence, the increasing internet usage on smartphones is expected to propel segment growth over the forecast period

Digital Dietitian Market Report Highlights

- Based on component, the apps segment held the largest revenue share in the market in 2023 owing to the increasing technological advancement and product launches

- Based on delivery mode, the web-based solutions segment is anticipated to grow at the fastest growth rate over the forecast period owing to the increasing usage of smartphones

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North America dominated the market due to the strong healthcare infrastructure and high disposable income levels. Furthermore, the increasing prevalence of obesity and diabetes is propelling the market

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# Contents


## CHAPTER 1. METHODOLOGY AND SCOPE

1.1. Market Segmentation & Scope
  1.1.1. Segment scope
  1.1.2. Regional scope
  1.1.3. Estimates and forecast timeline
1.2. Research Methodology
1.3. Information Procurement
  1.3.1. Purchased database
  1.3.2. GVR's internal database
  1.3.3. Secondary sources
  1.3.4. Primary research
  1.3.5. Details of primary research
1.4. Information or Data Analysis
  1.4.1. Data analysis models
1.5. Market Formulation & Validation
1.6. Model Details
1.7. Research Assumptions
1.8. List of Secondary Sources
1.9. List of Primary Sources

## CHAPTER 2. EXECUTIVE SUMMARY

2.1. Market Outlook
2.2. Segment Outlook
  2.2.1. Component outlook
  2.2.2. End Use outlook
  2.2.3. Regional outlook
2.3. Competitive Insights

## CHAPTER 3. DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET VARIABLES, TRENDS & SCOPE

3.1. Market Lineage Outlook
  3.1.1. Parent market outlook
  3.1.2. Ancillary market outlook
3.2. Market Dynamics

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3.2.1. Market driver analysis
3.2.2. Market restraint analysis
3.3. Digital Health for Musculoskeletal Care: Market Analysis Tools
3.3.1. Industry Analysis - Porter's
3.3.2. PESTLE Analysis
3.4. Technology Trend Analysis
3.5. Emerging Technologies in Digital Health Industry
3.6. Case Study Analysis

**CHAPTER 4. DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SEGMENT ANALYSIS, BY COMPONENT, 2018-2030 (USD MILLION)**

4.1. Definition and Scope
4.2. Component Market Share Analysis, 2023 & 2030
4.3. Segment Dashboard
4.4. Global Digital Health for Musculoskeletal Care Market, by Component, 2018 to 2030
4.5. Hardware
4.5.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
4.6. Software & Services
4.6.1. Market estimates and forecasts, 2018 to 2030 (USD Million)

**CHAPTER 5. DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET SEGMENT ANALYSIS, BY END USE, 2018-2030 (USD MILLION)**

5.1. Definition and Scope
5.2. End Use Market Share Analysis, 2023 & 2030
5.3. Segment Dashboard
5.4. Global Digital Health for Musculoskeletal Care Market, by End Use, 2018 to 2030
5.5. Patients
5.5.1. Market estimates and forecasts, 2018 to 2030 (USD million)
5.6. Providers
5.6.1. Market estimates and forecasts, 2018 to 2030 (USD million)
5.7. Payers
5.7.1. Market estimates and forecasts, 2018 to 2030 (USD million)
5.8. Other Buyers
5.8.1. Market estimates and forecasts, 2018 to 2030 (USD million)

**CHAPTER 6. DIGITAL HEALTH FOR MUSCULOSKELETAL CARE MARKET**

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## SEGMENT ANALYSIS, BY REGION, 2018- 2030 (USD MILLION)

6.1. Regional Market Share Analysis, 2023 & 2030
6.2. Regional Market Dashboard
6.3. Regional Market Snapshot
6.4. Digital Health for Musculoskeletal Care Market Share by Region, 2023 & 2030:
6.5. North America
6.5.1. North America Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.5.2. U.S.
6.5.2.1. U.S. Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.5.3. Canada
6.5.3.1. Canada Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.5.4. Mexico
6.5.4.1. Mexico Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6. Europe
6.6.1. Europe Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.2. UK
6.6.2.1. UK Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.3. Germany
6.6.3.1. Germany Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.4. France
6.6.4.1. France Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.5. Italy
6.6.5.1. Italy Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.6. Spain
6.6.6.1. Spain Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.7. Norway
6.6.7.1. Norway Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)

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6.6.8. Sweden
6.6.8.1. Sweden Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.6.9. Denmark
6.6.9.1. Denmark Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.7. Asia Pacific
6.7.1. Japan
6.7.1.1. Japan Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.7.2. China
6.7.2.1. China Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.7.3. India
6.7.3.1. India Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.7.4. Australia
6.7.4.1. Australia Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.7.5. South Korea
6.7.5.1. South Korea Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.7.6. Thailand
6.7.6.1. Thailand Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.8. Latin America
6.8.1. Brazil
6.8.1.1. Brazil Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.8.2. Argentina
6.8.2.1. Argentina Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.9. MEA
6.9.1. South Africa
6.9.1.1. South Africa Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.9.2. Saudi Arabia
6.9.2.1. Saudi Arabia Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)

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6.9.3. UAE
6.9.3.1. UAE Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)
6.9.4. Kuwait
6.9.4.1. Kuwait Digital Health for Musculoskeletal Care Market, 2018 - 2030 (USD Million)

## CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Recent Developments & Impact Analysis, By Key Market Participants
7.2. Company Categorization
7.3. Company Profiles
7.4. Hinge Health
7.4.1. Company overview
7.4.2. Financial performance
7.4.3. Product benchmarking
7.4.4. Strategic initiatives
7.5. SWORD Health
7.5.1. Company overview
7.5.2. Financial performance
7.5.3. Product benchmarking
7.5.4. Strategic initiatives
7.6. Kaia Health
7.6.1. Company overview
7.6.2. Financial performance
7.6.3. Product benchmarking
7.6.4. Strategic initiatives
7.7. IncludeHealth
7.7.1.1. Company overview
7.7.1.2. Financial performance
7.7.1.3. Product benchmarking
7.7.1.4. Strategic initiatives
7.8. Phynova
7.8.1. Company overview
7.8.2. Financial performance
7.8.3. Product benchmarking
7.8.4. Strategic initiatives
7.9. Upswing Health
7.9.1. Company overview

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7.9.2. Financial performance
7.9.3. Product benchmarking
7.9.4. Strategic initiatives
7.10. Vori Health
7.10.1. Company overview
7.10.2. Financial performance
7.10.3. Product benchmarking
7.10.4. Strategic initiatives
7.11. Omada Health
7.11.1. Company overview
7.11.2. Financial performance
7.11.3. Product benchmarking
7.11.4. Strategic initiatives
7.12. getUbetter
7.12.1. Company overview
7.12.2. Financial performance
7.12.3. Product benchmarking
7.12.4. Strategic initiatives
7.13. Fern Health
7.13.1. Company overview
7.13.2. Financial performance
7.13.3. Product benchmarking
7.13.4. Strategic initiatives
7.14. Force Therapeutics
7.14.1. Company overview
7.14.2. Financial performance
7.14.3. Product benchmarking
7.14.4. Strategic initiatives
7.15. Exer Health
7.15.1. Company overview
7.15.2. Financial performance
7.15.3. Product benchmarking
7.15.4. Strategic initiatives

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