

# **Master Data Management In Healthcare Market Size, Share & Trends Analysis Report By Component (Software, Services), By Deployment Mode (Cloud-based, On-premise), By End Use, By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Summary

The global master data management in healthcare market size was estimated at USD 1.63 billion in 2024 and is projected to reach USD 2.98 billion by 2033, growing at a CAGR of 7.0% from 2025 to 2033. This growth is attributed to the growing volume of healthcare data, increasing adoption of healthcare IT solutions, integration of advanced analytics & AI, and the need for data accuracy and interoperability.

The growing volume of healthcare data is contributing to the growth of the healthcare master data management (MDM) for healthcare market, as providers, payers, and life science organizations generate massive amounts of clinical, operational, and patient-centric information across EHRs, diagnostics, IoT devices, imaging systems, and claims platforms. For instance, according to Semarchy, the healthcare sector accounted for 30% of global data and is projected to reach 36% by 2025. This surge in healthcare data makes it challenging for healthcare enterprises to maintain accuracy, consistency, and interoperability without a unified framework, highlighting the need for scalable master data management solutions that can harmonize data sources, eliminate duplication, and support analytics, regulatory compliance, and value-based care initiatives.

Growing demands for data accuracy and interoperability are accelerating the expansion of the healthcare master data management market, as organizations struggle with

fragmented, siloed information across EHRs, lab systems, billing platforms, imaging archives, and connected health devices. Inaccurate or inconsistent data creates risks ranging from clinical errors to reimbursement delays, making a unified, reliable data foundation essential. MDM platforms help standardize patient, provider, and asset records, eliminate duplication, and enable smooth data exchange across disparate systems through governance and normalization frameworks. As healthcare shifts toward analytics-driven decision-making, coordinated care, and regulatory compliance, the need for interoperable, high-quality data is pushing both providers and payers to adopt robust MDM solutions.

## Global Master Data Management In Healthcare Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global master data management in healthcare market report based on component, application, end use, and region:

### Component Outlook (Revenue, USD Million, 2021 - 2033)

Software

Services

### Deployment Mode Outlook (Revenue, USD Million, 2021 - 2033)

Cloud-based

On-Premise

### End Use Outlook (Revenue, USD Million, 2021 - 2033)

Healthcare Providers

Healthcare Payers

Pharmaceutical & Life Sciences Companies

Others

## Regional Outlook (Revenue, USD Million, 2021 - 2033)

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

### Asia Pacific

China

Japan

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

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

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