

mHealth Apps Market Size, Share & Trends Analysis Report By Type (Fitness, Medical), By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/MC1B308F6CCEN.html>

Date: January 2022

Pages: 118

Price: US\$ 5,950.00 (Single User License)

ID: MC1B308F6CCEN

Abstracts

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mHealth Apps Market Growth & Trends

The global mHealth apps market size is expected to reach USD 105.9 billion by 2030 and is expected to expand at a CAGR of 11.8% over the forecast period, according to a new report by Grand View Research, Inc. Increasing penetration of smartphones and the internet all over the globe in the last couple of years is an important factor accelerating the growth of this market. Furthermore, growing awareness on lifestyle improvement and maintaining personal health and wellness is also one of the factors expected to drive the market in the upcoming years. The rapid increase in remote healthcare

services is also expected to propel the adoption of mobile health applications.

Moreover, the growing adoption of mHealth applications by physicians to facilitate better patient engagement and treatment outcomes is also anticipated to increase its adoption.

The market is broadly classified into fitness applications and medical applications. The medical applications segment dominated the market in 2021. The growing adoption of medical healthcare applications by physicians and patients for better clinical outcomes is the major factor driving the growth of the segment. Increasing chronic disorders all over the globe in turn is expected to drive the adoption of mobile health applications for self-medication and disease management. In addition, increasing preference for the long-term subscription of the medical mobile applications by the individuals is also one

of the major factors anticipated to further boost the medical applications segment growth over the years.

By region, North America is the leading region in terms of revenue, with a revenue share of around 38.2% in 2021. Factors like the availability of high-speed internet, an increasing number of smartphone users, the growing burden of chronic diseases, and the rising adoption of mHealth applications for remote patient consultation by healthcare professionals are driving the growth in North America. Furthermore, increasing awareness to maintain a healthy lifestyle among individuals has also led to increased adoption of such applications in this region. Moreover, the growing preference for remote monitoring to treat chronic conditions among the patient population through mobile health platforms is expected to increase the adoption of mobile health applications in this region.

In addition, the upsurge in the use of mHealth applications for patient data analysis, symptoms monitoring, need for clinical advice during the COVID-19 pandemic has also led to an increase in its penetration. There is also a huge increase in the new mobile application development activities observed during this pandemic for several purposes such as self-assessment, COVID-19 guideline update, COVID patient lifestyle monitoring, case number updates, clinician consultation, etc. which in turn is expected to accelerate the growth and penetration of mHealth applications over the forecast years. For instance, according to the World Economic Forum, during the pandemic, the health and fitness applications downloads grew by 46% worldwide due to the lockdown and shut down the impact and this is thereby anticipated to fuel the market growth in the near future.

mHealth Apps Market Report Highlights

The market size is expected to be valued at USD 105.9billion by 2030, owing to the growing penetration of mHealth applications to maintain individual's health and wellness

The medical applications segment dominated the market in 2021, owing to increasing preference for long term subscription of the medical applications by the individuals, coupled with a growing number of chronic diseases cases

North America dominated the market with a revenue share of 38.2% in 2021, owing to the availability of highspeed internet, increasing number of smartphone users, growing burden of chronic diseases, and increasing adoption of mHealth

applications

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