

# **Mobile IV Hydration Services Market Size, Share & Trends Analysis Report, By Services (Immunity Boosters, Energy Boosters, Skin Care, Migraine), By Application (Medical, Wellness & Aesthetic, Sports), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 4 Business Days

### **Mobile IV Hydration Services Market Trends**

The global mobile IV hydration services market size was estimated at USD 2.0 billion in 2024 and is projected to grow at a CAGR of 9.8% from 2025 to 2030. This market is progressing on the strength of evolving consumer expectations, cross-functional health benefits, and widespread digital visibility. Providers capable of integrating medical reliability with lifestyle appeal are well-positioned to capture growth, especially as wellness becomes embedded in everyday routines. In April 2025, RevIVe Mobile intravenous (IV) launched services in Pittsburgh and Philadelphia, offering on-demand IV hydration for wellness and recovery. The service includes immune boosters, migraine relief, and vitamin drips delivered to homes and offices.

An increasing number of consumers are seeking health and wellness interventions that offer both personalization and immediacy. Mobile intravenous (IV) hydration services—particularly those addressing immunity, energy, and migraine relief—are becoming embedded in everyday wellness routines, especially in urban markets. As home-based care gains traction, these services are emerging as viable alternatives to conventional wellness clinics, aligning with the broader shift toward flexible healthcare delivery models. In March 2025, purelyIV launched its Take-Home B12 Kit, designed to complement in-home IV hydration therapy and help clients maintain their B12 levels

between sessions. The kit includes a 3-month supply of Vitamin B12 injections, syringes, alcohol pads, and a sharps container, with a free online consultation included to ensure proper usage.

Consumers are no longer viewing wellness solely through the lens of illness prevention; instead, they are seeking solutions that offer both long-term health benefits and immediate enhancements in appearance or performance. IV hydration offers span recovery and proactive treatments for skin enhancement and stress-related symptoms. In June 2023, Liquid Mobile (formerly Liquid Mobile IV) expanded its services to include medical weight loss, hormone replacement therapy, aesthetics, and telehealth, in addition to its existing IV hydration therapy. The company, which operates in Kansas City and Phoenix, aims to provide on-demand health and wellness services directly to consumers' doorsteps.

Momentum in the mobile IV market is being amplified by digital culture and influencer-driven health narratives. Endorsements on social platforms have accelerated consumer interest, positioning IV therapies as accessible and socially validated wellness tools. As younger demographics become increasingly health-conscious, demand is expanding beyond traditional segments into areas such as post-exertion recovery, performance support, and workplace well-being. In November 2024, purelyIV launched its new mobile app to streamline the process of booking mobile IV hydration therapy, managing appointments, and purchasing packages. The app, available for iOS and Android, allows users to browse services, track purchases, and manage wellness journeys conveniently from their mobile devices.

## Global Mobile IV Hydration Services Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global mobile IV hydration services market report based on service, application, and region:

Service Outlook (Revenue, USD Million, 2018 - 2030)

Immune Boosters

Energy Boosters

Skin Care

Migraine

Others

Application Outlook (Revenue, USD Million, 2018 - 2030)

Medical

Wellness & Aesthetic

Sports

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

## **Companies Mentioned**

Drip Hydration

DriPros IV Hydration Wellness

wHydrate

Renew Ketamine & Wellness Center

R2 Medical Clinic  
AliveDrip  
Hydrate IV  
Hydration Room  
DRIPBaR, Restore

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