

North America IV Hydration Therapy Market Size, Share & Trends Analysis Report By Type (Immune Boosters, Energy Boosters), By Age (0-18, 18-60), By Gender, By End-use (Hospitals & Clinics, Home Healthcare), By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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North America IV Hydration Therapy Market Growth & Trends

The North America IV hydration therapy market size is expected to reach USD 2.6 billion by 2030, registering a CAGR of 8.7% from 2025 to 2030, based on a new report by Grand View Research, Inc. The increasing prevalence of chronic diseases such as cancer and diabetes is the primary driver of the market. According to the CDC estimates, a significant proportion, specifically 6 in 10 adults in the U.S., grapple with these health challenges, generating a robust demand for effective healthcare solutions. Intravenous (IV) hydration therapy emerges as a critical and efficient intervention, offering a direct and expeditious approach to addressing the consequences and management of chronic diseases. Beyond mere treatment, it becomes a valuable tool that enhances the overall well-being of individuals contending with these persistent health conditions. As the incidence of chronic diseases continues to rise, the market assumes a crucial role, providing specialized care and unwavering support to meet the evolving healthcare needs of the population.

Simultaneously, the prevalence of foodborne illnesses in the North American region presents substantial health challenges, as per CDC estimates. Shockingly, 1 in 6

Americans falls ill from contaminated food or beverages annually, leading to a staggering 3,000 deaths. The financial ramifications, quantified by the U.S. Department of Agriculture (USDA) at over USD 15.6 billion each year, underscore the magnitude of this issue.

In navigating this complex landscape, the market emerges as a crucial component in addressing the aftermath of foodborne illnesses. Recognized as a supportive measure, IV hydration therapy plays a pivotal role in managing dehydration, a common consequence associated with these illnesses. With its capability for efficient and swift fluid replenishment, intravenous hydration therapy becomes an invaluable asset within the healthcare response framework, actively contributing to mitigating the impact of foodborne illnesses on the well-being of individuals.

North America IV Hydration Therapy Market Report Highlights

Based on type, the energy boosters segment dominated the North America intravenous hydration therapy industry with a revenue share of 25.3% in 2024. The growth is propelled due to energy IV drip packets adoption. The drip provides energy by infusing the body with a specifically prepared blend of electrolytes, vitamins, fluids, and antioxidants to battle sensations of exhaustion & low energy

Based on age, the 18-60 segment dominated the industry with a revenue share of 53.2% in 2024. The segment's dominance is due to this age group's increasing adoption of IV hydration therapy for various conditions

Based on gender, the women segment dominated the market with a revenue share of 52.7% in 2024, propelled by the increasing adoption of IV therapies in skincare & beautification and for overall wellness by women

Based on end-use, the hospitals & clinics segment dominated the market and accounted for a revenue share of 41.5% in 2024. This is attributed to the fact that most infusion therapies are carried out in hospitals and clinics for treatment of a wide variety of conditions

U.S. held the largest market, with a revenue share of 86.8% in 2024. The region's advanced healthcare infrastructure, increasing awareness about disease management, and a growing aging population contribute to the market's dominance

Companies Mentioned

Drip Hydration
DriPros IV Hydration Wellness
wHydrate
Renew Ketamine & Wellness Center
R2 Medical Clinic
AliveDrip
Hydrate IV
Hydration Room

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