

North America And Europe eHealth Market Size, Share & Trends Analysis Report By Product (Health Information Systems (HIS), Telemedicine), By Services, By End-use, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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North America And Europe eHealth Market Growth & Trends

The North America and Europe eHealth market size is expected to reach USD 403.15 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 11.5% from 2022 to 2030. The market is primarily driven by an increasing number of government initiatives to develop and deploy eHealth solutions, rising demand for centralization and streamlining of healthcare administration, and the advent of technologically advanced eHealth services. Furthermore, Electronic Health Record (EHR) systems benefit in tracking adverse drug events as well as aid in epidemiology studies, which is further expected to drive the market.

To combat the COVID-19 pandemic, numerous initiatives are being started by government and community organizations to support the present healthcare system. It includes front-line clinics by state management, a volunteer panel of doctors, and numerous remote telemedicine applications. eHealth plays a dynamic role during the pandemic as it is helping doctors make effective choices at the point of care. Thus, market players are exploiting this opportunity to address the problem and offer support to forefront doctors.

North America emerged as the largest market in 2021 due to the presence of a

technologically advanced population base and various ongoing activities in the region. The aforementioned factors are expected to boost market expansion. The availability of high-tech healthcare infrastructure as well as high-speed internet can be attributed to the region's rapid expansion. As a result, improved awareness is projected to have a major impact on market growth.

According to a report published in 2021, around 50 medical hubs in the U.S. currently have such eHealth platforms and are using telemedicine to visit outpatients at home. These telemedicine and eHealth technologies are crucial for COVID-19 global management. According to the U.S. FDA, at least 54% of healthcare consumers in the country use FDA-approved apps and other online tools for the treatment, management, and monitoring of medical disorders.

In a severe health scenario, decision support is crucial. Furthermore, these systems analyze patient medical records and present a list of viable options from which to choose the most appropriate. The market's growth prospects have been boosted by the easy compatibility and interoperability of systems across platforms. Over the projection period, academics and software developers are expected to collaborate to make medical knowledge available to users, resulting in significant income-generating.

Furthermore, as a result of the COVID-19 pandemic, many new companies are entering the market, which is expected to enhance the market growth in the U.S. For instance, Cerner Corporation stated in 2020 that it will be offering its Community Works clients a new video care platform called the Video Visit program.

North America And Europe eHealth Market Report Highlights

By product, health information systems (HIS) accounted for the largest revenue share of over 30.0% in 2021 owing to an increase in government initiatives and healthcare IT investments to develop and deploy IT systems in the healthcare industry. This is increasing the adoption of healthcare information systems

The monitoring services segment is poised to witness noteworthy growth over the coming years due to the rapid adoption of monitoring devices by clinicians and patients

Based on end-use, providers held the largest revenue share in 2021. Implementing home-based eHealth software is one method for providing more sustainable treatment for these patients

The telemedicine product segment is expected to witness lucrative growth over the forecast period owing to novel innovations for technical support and interoperability of telemedicine

Market players are involved in strategic initiatives such as new product launches, product innovations, acquisitions, and partnerships to gain a competitive edge over each other

For instance, in September 2021, Apple Inc. announced the launch of watchOS 8, which has overall health parameters configured. This had new features such as updated workout types, cycling monitors, and a mindfulness meditation app

Contents

CHAPTER 1 RESEARCH METHODOLOGY & SCOPE

- 1.1 Market Segmentation & Scope
 - 1.1.1 Regional Scope
 - 1.1.2 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
 - 1.6.1 Commodity Flow Analysis (Model 1)
- 1.7 List of Secondary Sources
- 1.8 List of Primary Sources
- 1.9 Report Objectives

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 North America & Europe eHealth Market Outlook
 - 2.1.1 Segment Outlook
 - 2.1.2 Regional Outlook
 - 2.1.3 Competitive Outlook
 - 2.1.4 North America & Europe eHealth Market Outlook, 2017 - 2030 (USD Billion)
- 2.2 North America & Europe eHealth Market Summary, 2021

CHAPTER 3 NORTH AMERICA & EUROPE EHEALTH MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Lineage Outlook
 - 3.1.1 Parent Market Analysis
 - 3.1.2 Ancillary Market Analysis
- 3.2 Penetration & Growth Prospect Mapping

3.3 North America & Europe eHealth Market Dynamics

3.3.1 Market Driver Analysis

3.3.2 Government Initiatives to Develop and Deploy eHealth Solutions

3.3.3 Rising Demand for Centralization and Streamlining Of Healthcare Administration

3.3.4 Advent of Technologically Advanced eHealth Services

3.3.4.1 EHR systems benefit in tracking drug adverse events and help in epidemiology studies

3.3.5 Market Restraint Analysis

3.3.5.1 Rising data privacy and cyber security concerns

3.3.5.2 High costs associated with EHR implementation

3.4 Value Chain Analysis

3.5 Key Opportunities Prioritized

3.6 North America & Europe eHealth Market Analysis Tools: Porter's Analysis

3.6.1 Bargaining Power of Suppliers: Low to Moderate

3.6.2 Bargaining Power of Buyers: Low to Moderate

3.6.3 Threat of Substitutes: Low To Moderate

3.6.4 Threat Of New Entrants: Moderate

3.6.5 Competitive Rivalry: Moderate To High

3.7 PESTLE Analysis

3.7.1 Political/Legal Landscape

3.7.2 Economic Landscape

3.7.3 Social Landscape

3.7.4 Technology Landscape

3.8 Regulatory Framework

3.9 Healthcare Infrastructure Supporting Implementation and Government Initiatives

3.9.1 Standards and Compliances

3.9.1.1 North America

3.9.1.2 Europe

3.10 Technology Overview (Emerging Trend Analysis)

3.10.1 Timeline of eHealth Technology

3.10.1.1 Emerging trend analysis

3.11 Use Cases for Wearable Medical Devices & Garments

3.11.1 Necklace Detects Abnormal Heart Rhythm

3.11.2 Rice University Researchers Developed Flexible Carbon Nanotube Threads That Can Be Woven into Garments to Serve as Wearable Health Monitors

3.11.3 Vital Signs Can Be Monitored Using Sensors Woven into A Garment

3.11.4 Wearables for Musculoskeletal Conditions in Digital Therapeutics

3.11.5 Challenges of Wearable Health Monitors: A Case Study of Fetal ECG Monitor

3.12 Dimension of the Catchment Area (Estimated Number of Users) for Medical

Garments, 2021

3.13 Pricing Analysis

CHAPTER 4 NORTH AMERICA & EUROPE EHEALTH MARKET: COMPETITIVE ANALYSIS

4.1 Market Participation Categorization

4.2 Public Companies

4.2.1 Company Market Position Analysis

4.2.2 Synergy Analysis: Major Deals & Strategic Alliances

CHAPTER 5 NORTH AMERICA & EUROPE EHEALTH MARKET: COVID IMPACT ANALYSIS

5.1 COVID-19 Impact Analysis

CHAPTER 6 NORTH AMERICA & EUROPE EHEALTH MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

6.1 Product Market Share Analysis, 2021 & 2030

6.2 Product Dashboard

6.2.1 Big Data for Health

6.2.1.1 Big Data for Health market estimates and forecasts, 2017 - 2030 (USD Billion)

6.2.2 Electronic Health Record (EHR)

6.2.2.1 Electronic Health Record (EHR) market estimates and forecasts, 2017 - 2030 (USD Billion)

6.2.3 Health Information Systems (HIS)

6.2.3.1 Health Information Systems (HIS) market estimates and forecasts, 2017 - 2030 (USD Billion)

6.2.4 mHealth

6.2.4.1 mHealth market estimates and forecasts, 2017 - 2030 (USD Billion)

6.2.5 Telemedicine

6.2.5.1 Telemedicine market estimates and forecasts, 2017 - 2030 (USD Billion)

CHAPTER 7 NORTH AMERICA & EUROPE EHEALTH MARKET: SERVICES ESTIMATES & TREND ANALYSIS

7.1 Services Market Share Analysis, 2021 & 2030

7.2 Services Dashboard

7.2.1 Monitoring

7.2.1.1 monitoring market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.2 Vital signs

7.2.1.2.1 Vital signs market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.2.2 Wristwear

7.2.1.2.2.1 Wristwear market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.2.3 Bodywear (Garments)

7.2.1.2.3.1 Bodywear (Garments) market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.2.4 Others

7.2.1.2.4.1 Others market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.3 Specialty

7.2.1.3.1 Specialty market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.4 Adherence monitoring

7.2.1.4.1 Adherence monitoring market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.5 Accessories

7.2.1.5.1 Accessories market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.5.2 Sensors

7.2.1.5.2.1 Sensors market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.1.5.3 Others

7.2.1.5.3.1 Others market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.2 Diagnostics

7.2.2.1 Diagnostics market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.3 Healthcare Strengthening

7.2.3.1 Healthcare strengthening market estimates and forecasts, 2017 - 2030 (USD Billion)

7.2.4 Others

7.2.4.1 Others market estimates and forecasts, 2017 - 2030 (USD Billion)

CHAPTER 8 NORTH AMERICA & EUROPE EHEALTH MARKET: END-USE ESTIMATES & TREND ANALYSIS

8.1 End-Use Market Share Analysis, 2021 & 2030

8.2 End-Use Dashboard

8.2.1 Providers

8.2.1.1 Providers market estimates and forecasts, 2017 - 2030 (USD Billion)

8.2.2 Insurers

8.2.2.1 Insurers market estimates and forecasts, 2017 - 2030 (USD Billion)

8.2.3 Healthcare Consumers

8.2.3.1 Healthcare Consumers market estimates and forecasts, 2017 - 2030 (USD Billion)

CHAPTER 9 NORTH AMERICA & EUROPE EHEALTH MARKET: REGIONAL ESTIMATES & TREND ANALYSIS, BY PRODUCT, SERVICES, AND END-USE

9.1 Regional Market Snapshot

9.2 Regional Market Share Analysis, 2021 & 2030

9.2.1 North America

9.2.1.1 North America eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.1.2 U.S.

9.2.1.2.1 U.S. eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.1.3 Canada

9.2.1.3.1 Canada eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2 Europe

9.2.2.1 Europe eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2.2 U.K.

9.2.2.2.1 U.K. eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2.3 Germany

9.2.2.3.1 Germany eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2.4 France

9.2.2.4.1 France eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2.5 Italy

9.2.2.5.1 Italy eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2.6 Spain

9.2.2.6.1 Spain eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

9.2.2.7 Switzerland

9.2.2.7.1 Switzerland eHealth Market estimates and forecasts, 2017 - 2030 (USD Billion)

CHAPTER 10 COMPANY PROFILES

10.1 ALLSCRIPTS HEALTHCARE, LLC

10.1.1 Company Overview

10.1.2 Financial Performance

- 10.1.3 Product Benchmarking
- 10.1.4 Strategic Initiatives
- 10.2 EPIC SYSTEMS CORPORATION
 - 10.2.1 Company Overview
 - 10.2.2 Financial Performance
 - 10.2.3 Product Benchmarking
 - 10.2.4 Strategic Initiatives
- 10.3 CHRONOLIFE
 - 10.3.1 Company Overview
 - 10.3.2 Financial Performance
 - 10.3.3 Product Benchmarking
 - 10.3.4 Strategic Initiatives
- 10.4 KONINKLIJKE PHILIPS N.V.
 - 10.4.1 Company Overview
 - 10.4.2 Financial Performance
 - 10.4.3 Product Benchmarking
 - 10.4.4 Strategic Initiatives
- 10.5 APPLE INC.
 - 10.5.1 Company Overview
 - 10.5.2 Financial Performance
 - 10.5.3 Product Benchmarking
 - 10.5.4 Strategic Initiatives
- 10.6 WHOOP
 - 10.6.1 Company Overview
 - 10.6.2 Financial Performance
 - 10.6.3 Product Benchmarking
 - 10.6.4 Strategic Initiatives
- 10.7 SILVERTREE
 - 10.7.1 Company Overview
 - 10.7.2 Product Benchmarking
- 10.8 HEALTHWATCH TELEDIAGNOSTICS PRIVATE LIMITED
 - 10.8.1 Company Overview
 - 10.8.2 Financial Performance
 - 10.8.3 Product Benchmarking
- 10.9 ATHOS
 - 10.9.1 Company Overview
 - 10.9.2 Financial Performance
 - 10.9.3 Product Benchmarking
- 10.10 IBM CORPORATION

- 10.10.1 Company Overview
- 10.10.2 Financial Performance
- 10.10.3 Product Benchmarking
- 10.10.4 Strategic Initiatives
- 10.11 MEDTRONIC
 - 10.11.1 Company Overview
 - 10.11.2 Financial Performance
 - 10.11.3 Product Benchmarking
 - 10.11.4 Strategic Initiatives
- 10.12 SIEMENS HEALTHCARE GMBH
 - 10.12.1 Company Overview
 - 10.12.2 Financial Performance
 - 10.12.3 Product Benchmarking
 - 10.12.4 Strategic Initiatives
- 10.13 HEXOSKIN
 - 10.13.1 Company Overview
 - 10.13.2 Product Benchmarking
- 10.14 BIODEVICE
 - 10.14.1 Company Overview
 - 10.14.2 Product Benchmarking
 - 10.14.3 Strategic Initiatives
- 10.15 EMGLARE INC
 - 10.15.1 Company Overview
 - 10.15.2 Product Benchmarking
 - 10.15.3 Strategic Initiatives
- 10.16 BIOSERENITY
 - 10.16.1 Company Overview
 - 10.16.2 Financial Performance
 - 10.16.3 Product Benchmarking
 - 10.16.4 Strategic Initiatives
- 10.17 GETENFLUX
 - 10.17.1 Company Overview
 - 10.17.2 Product Benchmarking
 - 10.17.3 Strategic Initiatives
- 10.18 SENSORIA
 - 10.18.1 Company Overview
 - 10.18.2 Financial Performance
 - 10.18.3 Product Benchmarking
 - 10.18.4 Strategic Initiatives

10.19 POLAR ELECTRO

- 10.19.1 Company Overview
- 10.19.2 Financial Performance
- 10.19.3 Product Benchmarking
- 10.19.4 Strategic Initiatives

10.20 MOVESENSE

- 10.20.1 Company Overview
- 10.20.2 Financial Performance
- 10.20.3 Product Benchmarking
- 10.20.4 Strategic Initiatives

10.21 MYONTEC

- 10.21.1 Company Overview
- 10.21.2 Financial Performance
- 10.21.3 Product Benchmarking
- 10.21.4 Strategic Initiatives

10.22 MYZONE

- 10.22.1 Company Overview
- 10.22.2 Product Benchmarking
- 10.22.3 Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of regulations, by country

Table 3 Estimated Number of Medical Garment Users, 2021

Table 4 Wearable devices and garments: Average Selling Price (USD, 2021)

Table 5 Other eHealth services and software: Average Selling Price (USD, 2021)

Table 6 North America North America & Europe eHealth market, by Product, 2017 - 2030 (USD Million)

Table 7 North America North America & Europe eHealth market, by services, 2017 - 2030 (USD Million)

Table 8 North America North America & Europe eHealth market, by end use, 2017 - 2030 (USD Million)

Table 9 U.S. eHealth market, by Product, 2017 - 2030 (USD Million)

Table 10 U.S. eHealth market, by services, 2017 - 2030 (USD Million)

Table 11 U.S. eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 12 Canada eHealth market, by Product, 2017 - 2030 (USD Million)

Table 13 Canada eHealth market, by services, 2017 - 2030 (USD Million)

Table 14 Canada eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 15 Europe eHealth market, by Product, 2017 - 2030 (USD Million)

Table 16 Europe eHealth market, by services, 2017 - 2030 (USD Million)

Table 17 Europe eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 18 U.K. eHealth market, by Product, 2017 - 2030 (USD Million)

Table 19 U.K. eHealth market, by services, 2017 - 2030 (USD Million)

Table 20 U.K. eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 21 Germany eHealth market, by Product, 2017 - 2030 (USD Million)

Table 22 Germany eHealth market, by services, 2017 - 2030 (USD Million)

Table 23 Germany eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 24 France eHealth market, by Product, 2017 - 2030 (USD Million)

Table 25 France eHealth market, by services, 2017 - 2030 (USD Million)

Table 26 France eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 27 Italy eHealth market, by Product, 2017 - 2030 (USD Million)

Table 28 Italy eHealth market, by services, 2017 - 2030 (USD Million)

Table 29 Italy eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 30 Spain eHealth market, by Product, 2017 - 2030 (USD Million)

Table 31 Spain eHealth market, by services, 2017 - 2030 (USD Million)

Table 32 Spain eHealth market, by end-use, 2017 - 2030 (USD Million)

Table 33 Switzerland eHealth market, by Product, 2017 - 2030 (USD Million)

Table 34 Switzerland eHealth market, by services, 2017 - 2030 (USD Million)

Table 35 Switzerland eHealth market, by end-use, 2017 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market segmentation
- Fig. 2 Market research process
- Fig. 3 Data triangulation techniques
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Value-chain-based sizing & forecasting
- Fig. 7 QFD modeling for market share assessment
- Fig. 8 Market formulation & validation
- Fig. 9 Commodity flow analysis
- Fig. 10 North America & Europe eHealth Market revenue, 2017-2030 (USD Billion)
- Fig. 11 North America & Europe eHealth Market snapshot (USD Billion)
- Fig. 12 Parent Market Analysis
- Fig. 13 Ancillary Market Analysis
- Fig. 14 Penetration & growth prospect mapping, services, 2021
- Fig. 15 North America & Europe eHealth Market dynamics
- Fig. 16 North America & Europe eHealth Market driver impact
- Fig. 17 North America & Europe eHealth Market restraint impact
- Fig. 18 Value chain analysis
- Fig. 19 eHealth timeline with major technological development
- Fig. 20 Market participant categorization
- Fig. 21 Company market position analysis
- Fig. 22 Major deals & strategic alliances analysis
- Fig. 23 COVID-19 confirmed cases around the world
- Fig. 24 North America & Europe eHealth Market: Product movement analysis
- Fig. 25 North America & Europe eHealth Market product dashboard
- Fig. 26 North America & Europe Big Data for Health market, 2017 - 2030 (USD Billion)
- Fig. 27 North America & Europe Electronic Health Record (EHR) market, 2017 - 2030 (USD Billion)
- Fig. 28 North America & Europe Health Information Systems (HIS) market, 2017 - 2030 (USD Billion)
- Fig. 29 North America & Europe mHealth market, 2017 - 2030 (USD Billion)
- Fig. 30 North America & Europe Telemedicine market, 2017 - 2030 (USD Billion)
- Fig. 31 North America & Europe eHealth Market: Services movement analysis
- Fig. 32 North America & Europe eHealth Services dashboard
- Fig. 33 North America & Europe monitoring market, 2017 - 2030 (USD Billion)

- Fig. 34 North America & Europe Vital signs market, 2017 - 2030 (USD Billion)
- Fig. 35 North America & Europe Wristwear market, 2017 - 2030 (USD Billion)
- Fig. 36 North America & Europe Bodywear (Garments) market, 2017 - 2030 (USD Billion)
- Fig. 37 North America & Europe Others market, 2017 - 2030 (USD Billion)
- Fig. 38 North America & Europe Specialty market, 2017 - 2030 (USD Billion)
- Fig. 39 North America & Europe Adherence monitoring market, 2017 - 2030 (USD Billion)
- Fig. 40 North America & Europe Accessories market, 2017 - 2030 (USD Billion)
- Fig. 41 North America & Europe sensors market, 2017 - 2030 (USD Billion)
- Fig. 42 North America & Europe Others market, 2017 - 2030 (USD Billion)
- Fig. 43 North America & Europe Diagnostics market, 2017 - 2030 (USD Billion)
- Fig. 44 North America & Europe Healthcare strengthening market, 2017 - 2030 (USD Billion)
- Fig. 45 North America & Europe others market, 2017 - 2030 (USD Billion)
- Fig. 46 North America & Europe eHealth Market: End-Use movement analysis
- Fig. 47 North America & Europe eHealth Market End-Use dashboard
- Fig. 48 North America & Europe Providers market, 2017 - 2030 (USD Billion)
- Fig. 49 North America & Europe Insurers market, 2017 - 2030 (USD Billion)
- Fig. 50 North America & Europe Healthcare Consumers market, 2017 - 2030 (USD Billion)
- Fig. 51 Regional market place: Key takeaways
- Fig. 52 Regional outlook, 2021 & 2030
- Fig. 53 North America eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 54 U.S. eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 55 Canada eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 56 Europe eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 57 U.K. eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 58 Germany eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 59 France eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 60 Italy eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 61 Spain eHealth Market, 2017 - 2030 (USD Billion)
- Fig. 62 Switzerland eHealth Market, 2017 - 2030 (USD Billion)

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