

North America Real World Evidence Solutions Market Size, Share & Trends Analysis Report By Component (Services, Data Sets), By Application (Drug Development & Approvals), By End Use, By Therapeutic Area (Oncology, Cardiology), By Country, And Segment Forecasts, 2026 - 2033

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Abstracts

The North America real world evidence solutions market size was estimated at USD 1.34 billion in 2025 and is projected to reach USD 2.52 billion by 2033, growing at a CAGR of 8.29% from 2026 to 2033. Market growth is driven by the increasing use of real-world data in regulatory decision-making, the rising demand for value-based healthcare, and the need among pharmaceutical and biotechnology companies to generate post-market evidence on drug safety and effectiveness.

The North America Real-World Evidence (RWE) solutions industry is growing, driven by strong regulatory support for the adoption of RWE solutions and expanding investments in biomedical and translational research. For instance, according to the National Center for Science and Engineering Statistics, in 2024, R&D expenditures in health sciences reached USD 38.5 billion, up USD 2.8 billion from 2023, while biological and biomedical sciences accounted for USD 20.8 billion, up USD 1.3 billion from 2023. Together, these fields represented 50% of total higher education R&D spending. The growth in academic medical center research and life sciences funding supports a greater generation of real-world data, observational studies, and clinical research outputs, thereby increasing demand for advanced RWE analytics and evidence-generation platforms.

Moreover, the shift from volume-based to value-based care is anticipated to fuel market

growth. The rising geriatric population and the increasing prevalence of chronic diseases further drive market expansion. In addition, the region's strong market position is supported by the presence of key industry players across the U.S. and Canada. Favorable government regulations and the growing number of RWE service providers in the region are expected to further accelerate market growth.

This report forecasts revenue growth at the 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 North America real world evidence solutions market report based on service, component, application, end use, therapeutic area, and region:

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

Services

Data Sets

Clinical Settings Data

Claims Data

Pharmacy Data

Patient-Powered Data

Application Outlook (Revenue, USD Million, 2021 - 2033)

Drug Development & Approvals

Medical Device Development & Approvals

Reimbursement/Coverage and Regulatory Decision Making

Post Market Safety & Adverse Events Monitoring

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

Healthcare Companies (Pharmaceutical, Biopharmaceutical, Medical Device)

Clinical research

Commercial (inclusive of marketing, etc.)

HEOR

Others (market access, etc.)

Healthcare Payers

Healthcare Providers

Others

Therapeutic Area Outlook (Revenue, USD Million, 2021 - 2033)

Oncology

Cardiology

Neurology

Diabetes

Psychiatry

Respiratory

Other Therapeutic Areas (Immunology, Gastroenterology, etc.)

Country Outlook (Revenue, USD Million, 2021 - 2033)

U.S.

Canada

Mexico

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Segment Definitions
 - 1.2.1. Component
 - 1.2.2. Application
 - 1.2.3. End Use
 - 1.2.4. Therapeutic Area
- 1.3. Estimates and Forecast Timeline
- 1.4. Research Methodology
- 1.5. Information Procurement
 - 1.5.1. Purchased Database
 - 1.5.2. GVR's Internal Database
 - 1.5.3. Secondary Sources
 - 1.5.4. Primary Research
- 1.6. Information Analysis
 - 1.6.1. Data Analysis Models
- 1.7. Market Formulation & Data Visualization
- 1.8. Model Details
 - 1.8.1. Commodity Flow Analysis
- 1.9. List of Secondary Sources
- 1.10. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.1.1. High adoption of electronic health records (EHRs) and digital health technologies
 - 3.2.1.2. Advancements in big data analytics, artificial intelligence, and cloud-based

healthcare platforms

3.2.1.3. Increasing demand for real-world data to support drug development and clinical research

3.2.1.4. Expansion of healthcare databases, patient registries, and claims data sources

3.2.1.5. Growing need for cost-effective healthcare and value-based care models

3.2.2. Market Restraint Analysis

3.2.2.1. Data privacy and security concern

3.2.2.2. High cost of implementing advanced analytics and data integration platforms.

3.2.2.3. Data quality and interoperability challenges

3.2.3. Industry Opportunity Analysis

3.2.4. Industry Challenge Analysis

3.2.5. Pricing Analysis

3.2.6. Emerging Trends

3.3. Business Environment Analysis

3.3.1. Porter's Five Forces Analysis

3.3.1.1. Supplier power

3.3.1.2. Buyer power

3.3.1.3. Substitution threat

3.3.1.4. Threat of new entrant

3.3.1.5. Competitive rivalry

3.3.2. PESTLE Analysis

3.3.2.1. Political landscape

3.3.2.2. Economic and Social landscape

3.3.2.3. Technological landscape

3.3.2.4. Environmental landscape

3.3.2.5. Legal Landscape

3.3.3. Market Opportunity analysis

3.3.4. Market Challenges analysis

CHAPTER 4. NORTH AMERICA REAL WORLD EVIDENCE SOLUTIONS MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

4.1. Component Segment Dashboard

4.2. Component Market Share Movement Analysis, 2025 & 2033

4.3. Market Size & Forecasts and Trend Analysis, by Component, 2021 to 2033 (USD Million)

4.4. Services

4.4.1. Services market estimates and forecasts 2021 to 2033 (USD Million)

4.5. Data Sets

4.5.1. Data sets market estimates and forecasts 2021 to 2033 (USD Million)

4.5.2. Clinical Settings Data

4.5.2.1. Clinical Settings Data market estimates and forecasts 2021 to 2033 (USD Million)

4.5.3. Claims Data

4.5.3.1. Claims Data market estimates and forecasts 2021 to 2033 (USD Million)

4.5.4. Pharmacy Data

4.5.4.1. Pharmacy Data market estimates and forecasts 2021 to 2033 (USD Million)

4.5.5. Patient-Powered Data

4.5.5.1. Patient Powered Data market estimates and forecasts 2021 to 2033 (USD Million)

CHAPTER 5. NORTH AMERICA REAL WORLD EVIDENCE SOLUTIONS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

5.1. Application Segment Dashboard

5.2. Application Market Share Movement Analysis, 2025 & 2033

5.3. Market Size & Forecasts and Trend Analysis, by Application, 2021 to 2033 (USD Million)

5.4. Drug Development & Approvals

5.4.1. Drug development & approval market estimates and forecasts 2021 to 2033 (USD Million)

5.5. Medical Device Development & Approvals

5.5.1. Medical device development & approvals market estimates and forecasts 2021 to 2033 (USD Million)

5.6. Reimbursement/Coverage and Regulatory Decision Making

5.6.1. Reimbursement/Coverage and Regulatory Decision Making market estimates and forecasts 2021 to 2033 (USD Million)

5.7. Post Market Safety & Adverse Events Monitoring

5.7.1. Post Market Safety & Adverse Events Monitoring market estimates and forecasts 2021 to 2033 (USD Million)

CHAPTER 6. NORTH AMERICA REAL WORLD EVIDENCE SOLUTIONS MARKET: END USE ESTIMATES & TREND ANALYSIS –

6.1. End Use Dashboard

6.2. End Use Market Share Movement Analysis, 2025& 2033

6.3. Market Size & Forecasts and Trend Analysis, by End Use, 2021 to 2033 (USD

Million)

6.4. Healthcare Companies (Pharmaceutical, Biopharmaceutical, Medical Device)

6.4.1. Healthcare Companies (Pharmaceutical, Biopharmaceutical, Medical Device)
market estimates and forecasts 2021 to 2033 (USD Million)

6.4.2. Clinical research

6.4.2.1. Clinical research market estimates and forecasts 2021 to 2033 (USD Million)

6.4.3. Commercial (inclusive of marketing, etc.)

6.4.3.1. Commercial (inclusive of marketing, etc.) market estimates and forecasts
2021 to 2033 (USD Million)

6.4.4. HEOR

6.4.4.1. HEOR market estimates and forecasts 2021 to 2033 (USD Million)

6.4.5. Others (market access, etc.)

6.4.5.1. Others (market access, etc.) market estimates and forecasts 2021 to 2033
(USD Million)

6.5. Healthcare Payers

6.5.1. Healthcare Payers market estimates and forecasts 2021 to 2033 (USD Million)

6.6. Healthcare Providers

6.6.1. Healthcare Providers market estimates and forecasts 2021 to 2033 (USD
Million)

6.7. Others

6.7.1. Others market estimates and forecasts 2021 to 2033 (USD Million)

CHAPTER 7. NORTH AMERICA REAL WORLD EVIDENCE SOLUTIONS MARKET: THERAPEUTIC AREA ESTIMATES & TREND ANALYSIS

7.1. Therapeutic Area Segment Dashboard

7.2. Therapeutic Area Market Share Movement Analysis, 2025 & 2033

7.3. Market Size & Forecasts and Trend Analysis, by Therapeutic Area, 2021 to 2033
(USD Million)

7.4. Oncology

7.4.1. Oncology market estimates and forecasts 2021 to 2033 (USD Million)

7.5. Cardiology

7.5.1. Cardiology market estimates and forecasts 2021 to 2033 (USD Million)

7.6. Diabetes

7.6.1. Diabetes market estimates and forecasts 2021 to 2033 (USD Million)

7.7. Neurology

7.7.1. Neurology market estimates and forecasts 2021 to 2033 (USD Million)

7.8. Psychiatry

7.8.1. Psychiatry market estimates and forecasts 2021 to 2033 (USD Million)

7.9. Respiratory

7.9.1. Respiratory market estimates and forecasts 2021 to 2033 (USD Million)

7.10. Other Therapeutic Areas (Immunology, Gastroenterology, etc.)

7.11. Other Therapeutic Areas (Immunology, Gastroenterology, etc.) market estimates and forecasts 2021 to 2033 (USD Million)

CHAPTER 8. NORTH AMERICA REAL WORLD EVIDENCE SOLUTIONS MARKET: COUNTRY ESTIMATES & TREND ANALYSIS

8.1. Country Market Dashboard

8.2. Country Market: Key Takeaways

8.3. U.S.

8.3.1. Key country dynamic

8.3.2. Regulatory framework

8.3.3. Competitive insights

8.3.4. U.S. Real World Evidence Solutions market estimates and forecasts, 2021-2033 (USD Million)

8.4. Canada

8.4.1. Key country dynamic

8.4.2. Regulatory framework

8.4.3. Competitive insights

8.4.4. Canada Real World Evidence Solutions market estimates and forecasts, 2021-2033 (USD Million)

8.5. Mexico

8.5.1. Key country dynamic

8.5.2. Regulatory framework

8.5.3. Competitive insights

8.5.4. Mexico Real World Evidence Solutions market estimates and forecasts, 2021-2033 (USD Million)

CHAPTER 9. COMPETITIVE LANDSCAPE

9.1. Company Market Position Analysis, 2025

9.2. Company Categorization

9.3. Company Profiles/Listing

9.3.1. IQVIA

9.3.1.1. Overview

9.3.1.2. Financial performance

9.3.1.3. Product benchmarking

- 9.3.1.4. Strategic initiatives
- 9.3.2. Merative
 - 9.3.2.1. Overview
 - 9.3.2.2. Financial performance
 - 9.3.2.3. Product benchmarking
 - 9.3.2.4. Strategic initiatives
- 9.3.3. PPD Inc. (now part of Thermo Fisher)
 - 9.3.3.1. Overview
 - 9.3.3.2. Financial performance
 - 9.3.3.3. Product benchmarking
 - 9.3.3.4. Strategic initiatives
- 9.3.4. Parexel International Corporation
 - 9.3.4.1. Overview
 - 9.3.4.2. Financial performance
 - 9.3.4.3. Product benchmarking
 - 9.3.4.4. Strategic initiatives
- 9.3.5. Icon Plc
 - 9.3.5.1. Overview
 - 9.3.5.2. Financial performance
 - 9.3.5.3. Product benchmarking
 - 9.3.5.4. Strategic initiatives
- 9.3.6. Oracle
 - 9.3.6.1. Overview
 - 9.3.6.2. Financial performance
 - 9.3.6.3. Product benchmarking
 - 9.3.6.4. Strategic initiatives
- 9.3.7. Syneos Health
 - 9.3.7.1. Overview
 - 9.3.7.2. Financial performance
 - 9.3.7.3. Product benchmarking
 - 9.3.7.4. Strategic initiatives
- 9.3.8. Cegedim Health Data
 - 9.3.8.1. Overview
 - 9.3.8.2. Financial performance
 - 9.3.8.3. Product benchmarking
 - 9.3.8.4. Strategic initiatives
- 9.3.9. Medpace
 - 9.3.9.1. Overview
 - 9.3.9.2. Financial performance

- 9.3.9.3. Product benchmarking
- 9.3.9.4. Strategic initiatives
- 9.3.10. Optum Inc. (UnitedHealth Group)
 - 9.3.10.1. Overview
 - 9.3.10.2. Financial performance
 - 9.3.10.3. Product benchmarking
 - 9.3.10.4. Strategic initiatives
- 9.3.11. SAS Institute Inc.
 - 9.3.11.1. Overview
 - 9.3.11.2. Financial performance
 - 9.3.11.3. Product benchmarking
 - 9.3.11.4. Strategic initiatives
- 9.3.12. Cognizant
 - 9.3.12.1. Overview
 - 9.3.12.2. Financial performance
 - 9.3.12.3. Product benchmarking
 - 9.3.12.4. Strategic initiatives
- 9.3.13. Aetion, Inc. (acquired by Datavant in May 2025)
 - 9.3.13.1. Overview
 - 9.3.13.2. Financial performance
 - 9.3.13.3. Product benchmarking
 - 9.3.13.4. Strategic initiatives
- 9.3.14. Flatiron Health
 - 9.3.14.1. Overview
 - 9.3.14.2. Financial performance
 - 9.3.14.3. Product benchmarking
 - 9.3.14.4. Strategic initiatives
- 9.3.15. Cytel Inc.
 - 9.3.15.1. Overview
 - 9.3.15.2. Financial performance
 - 9.3.15.3. Product benchmarking
 - 9.3.15.4. Strategic initiatives
- 9.3.16. Trinity
 - 9.3.16.1. Overview
 - 9.3.16.2. Financial performance
 - 9.3.16.3. Product benchmarking
 - 9.3.16.4. Strategic initiatives
- 9.3.17. NTT Data Inc.
 - 9.3.17.1. Overview

9.3.17.2. Financial performance

9.3.17.3. Product benchmarking

9.3.17.4. Strategic initiatives

List Of Tables

LIST OF TABLES

List of Table

Table 1 List of abbreviations

Table 2 List of secondary data sources

Table 3 North America Real World Evidence Solutions market, by country, 2021 - 2033 (USD Million)

Table 4 North America Real World Evidence Solutions market, by component, 2021 - 2033 (USD Million)

Table 5 North America Real World Evidence Solutions market, by application, 2021 - 2033 (USD Million)

Table 6 North America Real World Evidence Solutions market, by end use, 2021 - 2033 (USD Million)

Table 7 North America Real World Evidence Solutions market, by therapeutic area, 2021 - 2033 (USD Million)

Table 8 U.S Real World Evidence Solutions market, by component, 2021 - 2033 (USD Million)

Table 9 U.S Real World Evidence Solutions market, by application, 2021 - 2033 (USD Million)

Table 10 U.S Real World Evidence Solutions market, by end use, 2021 - 2033 (USD Million)

Table 11 U.S Real World Evidence Solutions market, by therapeutic area, 2021 - 2033 (USD Million)

Table 12 Canada Real World Evidence Solutions market, by component, 2021 - 2033 (USD Million)

Table 13 Canada Real World Evidence Solutions market, by application, 2021 - 2033 (USD Million)

Table 14 Canada Real World Evidence Solutions market, by end use, 2021 - 2033 (USD Million)

Table 15 Canada Real World Evidence Solutions market, by therapeutic area, 2021 - 2033 (USD Million)

Table 16 Mexico Real World Evidence Solutions market, by component, 2021 - 2033 (USD Million)

Table 17 Mexico Real World Evidence Solutions market, by application, 2021 - 2033 (USD Million)

Table 18 Mexico Real World Evidence Solutions market, by end use, 2021 - 2033 (USD Million)

Table 19 Mexico Real World Evidence Solutions market, by therapeutic area, 2021 - 2033 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Data triangulation techniques
- Fig. 3 Market formulation & validation
- Fig. 4 North America Real World Evidence Solutions market: Market outlook
- Fig. 5 North America Real World Evidence Solutions market: Segment outlook
- Fig. 6 North America Real World Evidence Solutions market: Competitive landscape outlook
- Fig. 7 Parent market outlook
- Fig. 8 North America Real World Evidence Solutions Market Driver Impact
- Fig. 9 North America Real World Evidence Solutions Market Restraint Impact
- Fig. 10 North America Real World Evidence Solutions market, Component outlook key takeaways (USD Million)
- Fig. 11 North America Real World Evidence Solutions market: Component movement analysis (USD Million)
- Fig. 12 Services market, 2021 - 2033 (USD Million)
- Fig. 13 Data sets market, 2021 - 2033 (USD Million)
- Fig. 14 Clinical settings data market, 2021 - 2033 (USD Million)
- Fig. 15 Claim data market, 2021 - 2033 (USD Million)
- Fig. 16 Pharmacy market, 2021 - 2033 (USD Million)
- Fig. 17 Patient-powered data market, 2021 - 2033 (USD Million)
- Fig. 18 North America Real World Evidence Solutions market, Application outlook: Key takeaways, (USD Million)
- Fig. 19 North America Real World Evidence Solutions market: Application movement analysis (USD Million)
- Fig. 20 Drug development & approvals market, 2021 - 2033 (USD Million)
- Fig. 21 Medical device development & approvals market, 2021 - 2033 (USD Million)
- Fig. 22 Reimbursement/coverage & regulatory decision-making market, 2021 - 2033 (USD Million)
- Fig. 23 Post market safety & adverse events monitoring market, 2021 - 2033 (USD Million)
- Fig. 24 North America Real World Evidence Solutions market, End use outlook key takeaways (USD Million)
- Fig. 25 North America Real World Evidence Solutions market: End use movement analysis (USD Million)
- Fig. 26 Healthcare companies' market, 2021 - 2033 (USD Million)

- Fig. 27 Clinical research market, 2021 - 2033 (USD Million)
- Fig. 28 Commercial research market, 2021 - 2033 (USD Million)
- Fig. 29 HEOR market, 2021 - 2033 (USD Million)
- Fig. 30 Others market, 2021 - 2033 (USD Million)
- Fig. 31 Healthcare payers' market, 2021 - 2033 (USD Million)
- Fig. 32 Healthcare providers market, 2021 - 2033 (USD Million)
- Fig. 33 Others market, 2021 - 2033 (USD Million)
- Fig. 34 North America Real World Evidence Solutions market, Therapeutic area outlook key takeaways (USD Million)
- Fig. 35 North America Real World Evidence Solutions market: Therapeutic area movement analysis, (USD Million)
- Fig. 36 Oncology market, 2021 - 2033 (USD Million)
- Fig. 37 Cardiology market, 2021 - 2033 (USD Million)
- Fig. 38 Neurology market, 2021 - 2033 (USD Million)
- Fig. 39 Diabetes market, 2021 - 2033 (USD Million)
- Fig. 40 Psychiatry market, 2021 - 2033 (USD Million)
- Fig. 41 Respiratory market, 2021 - 2033 (USD Million)
- Fig. 42 Other therapeutic areas market, 2021 - 2033 (USD Million)
- Fig. 43 Country marketplace: Key takeaways
- Fig. 44 North America Real World Evidence Solutions market: Country outlook, 2025 & 2033
- Fig. 45 U S Real World Evidence Solutions market estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 46 Canada Real World Evidence Solutions market estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 47 Mexico Real World Evidence Solutions market estimates and forecasts, 2021 - 2033 (USD Million)

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