

# **U.S. Mobile IV Hydration Therapy Market Size, Share & Trends Analysis Report By Therapy (Immunity Boosters, Energy Boosters), By Application (Medical, Wellness & Aesthetic), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 2 Business Days**

### **Market Size & Trends**

The U.S. mobile IV hydration therapy market size was estimated at USD 568.5 million in 2024 and is projected to grow at a CAGR of 10.4% from 2025 to 2030. The U.S. mobile IV hydration therapy market is driven by increasing consumer demand for convenient, on-demand wellness services amid rising health consciousness. Advancements in mobile healthcare delivery, including app-based scheduling and nurse dispatch models, are enhancing service accessibility and user experience. The expanding aging population and busy professionals seeking rapid recovery from fatigue, dehydration, or minor illnesses are further supporting market growth. In April 2024, Revive Drip expanded from mobile IV hydration services to a clinic in Gig Harbor, Washington. Run by former ER nurses, it offers medical-grade infusions at homes, events, and now a licensed facility to meet U.S. compounding regulations.

The U.S. mobile IV hydration therapy market is benefiting from a growing consumer inclination toward convenient and personalized wellness solutions. Increasing awareness of preventive healthcare and lifestyle optimization is driving interest in treatments that address dehydration, fatigue, hangovers, and immune support without requiring clinical visits. As individuals become more proactive about their health and wellness, especially millennials and Gen Z, there is rising demand for flexible, concierge-

style medical services that fit into busy schedules or offer recovery support in non-emergency settings. In July 2024, purelyIV introduced its J-Tip add-on, a CO<sub>2</sub>-powered device that delivers lidocaine for virtually pain-free IV insertions. This innovation is beneficial for clients who experience discomfort or anxiety related to needle injections, enhancing the comfort and appeal of mobile IV therapy. These developments underline the segment's commitment to combining medical-grade care with technological convenience.

Advancements in mobile healthcare infrastructure are also playing a critical role in market expansion. The integration of app-based platforms, real time booking systems, and GPS enabled nurse dispatch mechanisms has significantly improved service accessibility and responsiveness. These digital capabilities are streamlining logistics, enabling providers to scale efficiently while maintaining customer engagement. In November 2024, purelyIV launched a dedicated mobile app for iOS and Android users, enabling clients to easily book IV therapy sessions, manage appointments, browse wellness services, and purchase packages from their smartphones. This digital solution reflects a broader trend in the sector toward user-centric convenience and remote healthcare access.

Demographic trends, particularly the expanding aging population and the rise of high stress urban lifestyles, are further boosting demand. Older adults increasingly seek hydration therapies for fatigue, chronic conditions, or post operative recovery, while younger, time constrained consumers use IV therapy for wellness maintenance or quick rejuvenation. For instance, in July, according to Northwestern Medicine, over 75% of Americans do not drink enough water daily, often only hydrating when they feel thirsty, which is already too late. Cities with hotter climates, such as Phoenix, Las Vegas, and Miami, report increased ER visits due to dehydration, pushing wellness providers to expand hydration services outside hospitals.

## U.S. Mobile IV Hydration Therapy Market Report Segmentation

This report forecasts revenue growth at country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. mobile IV hydration therapy market report based on therapy, and application:

### Therapy 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

## **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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