+357 96 030922
info@marketpublishers.com

U.S. Retail Pharmacy De-identified Health Data Market Size, Share & Trends Analysis Report By Dataset Type (DSCSA Data, Market Basket Data, Inventory Data, Prior Authorization Data), And Segment Forecasts, 2025 - 2030

https://marketpublishers.com/r/U69EEBE5EB13EN.html
Date: May 2025
Pages: 130
Price: US$ 3,950.00 (Single User License)
ID: U69EEBE5EB13EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Market Size & Trends

The U.S. retail pharmacy de-identified health data market size was estimated at USD 2.90 billion in 2024 and is expected to grow at a CAGR of 7.88% from 2025 to 2030. This growth is primarily driven by the rising demand for real-world evidence (RWE) and real-world data (RWD), alongside the continued expansion of value-based care (VBC) and outcome-based reimbursement models. Additionally, favorable regulatory initiatives, such as compliance with the Drug Supply Chain Security Act (DSCSA), are further fueling market expansion. The rapid adoption of VBC models is reshaping the U.S. healthcare landscape by redefining how care outcomes are evaluated, priced, and incentivized.

De-identified health data is essential for clinical research as it allows researchers to analyze large datasets while protecting patient privacy. This data identifies trends, evaluates treatment effectiveness, and supports population health studies without compromising individual identities. By leveraging de-identified data, researchers can enhance the quality of their findings and facilitate advancements in medical knowledge and practice.

For instance, in April 2023, Philips and MIT's Institute for Medical Engineering and

Science (IMES) collaborated to develop an enhanced critical care dataset to advance clinical research and AI applications in healthcare. This dataset includes de-identified data from ICU patients and integrates comprehensive clinical information to support researchers and educators in gaining insights into critical care and improving patient outcomes. The initiative fosters innovation in AI-driven healthcare solutions, contributing to more accurate diagnostics and personalized treatments.

The volume and urgency of treatment approvals related to COVID-19 drove significant demand for de-identified data. Payers and providers utilized these datasets to streamline access pathways, automate administrative workflows, and support rapid decision-making. These developments also informed the evolution of policies to reduce friction in care delivery during public health emergencies. Widespread drug and medical supply shortages highlighted the need for enhanced visibility into real-time inventory data at the pharmacy level. Stakeholders, including pharmaceutical manufacturers, wholesalers, and health tech companies, invested heavily in predictive analytics and AI-based inventory tracking to proactively manage stockouts and ensure timely access to critical therapies.

U.S. Retail Pharmacy De-identified Health Data Market Report Segmentation

This report forecasts revenue growth at country levels 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. Retail Pharmacy de-identified health data market report on the basis of dataset type:

Dataset Type Outlook (Revenue, USD Million; 2018 - 2030)

DSCSA Data

By Buyer Type:

Pharmaceutical Manufacturers

Drug Distributors

Regulatory Tech Vendors (e.g., TraceLink, LSPedia)

Healthcare SaaS Vendors (compliance and recall management tools)

+357 96 030922
info@marketpublishers.com

Others (Federal Agencies e.g., FDA, etc.)

Market Basket Data

By Buyer Type:

CPG & Pharma Brands

Marketing & AdTech Firms

Health Insurers & PBMs

Retail Analytics Platforms

Others (Data Aggregators (e.g., NielsenIQ, IRI), etc.)

Prior Authorization Data

By Buyer Type:

Payers & PBMs

Pharma Market Access Teams

Health IT Providers

Consulting & Policy Firms

Others (Advocacy Groups, etc.)

Inventory Data

By Buyer Type:

Pharma Manufacturers

Distributors/Wholesalers

AI/ML Inventory Optimization Vendors

+357 96 030922
info@marketpublishers.com

Others (Clinical Supply Vendors, etc.)

Episodic Data / Pharmacy Rx Claims Data

By Buyer Type:

Value-based Payers & ACOs

Pharma Outcomes Teams

Real-world Evidence Vendors

CMS & Government Organizations

Others (AI/ML Healthtech Firms, etc.)

Companies Mentioned

CVS Health
Walgreens Boots Alliance, Inc.
Walmart Pharmacy
The Kroger Co.
Albertsons
UnitedHealth Group
Humana
BrightSpring Health Services
Costco Wholesale Corporation
Centene Corporation
Ahold Delhaize
Rite Aid Corp
H E B, LP
Aurora Health Care (a part of Advocate Health)
Big Y Foods, Inc.
Brookshire Brothers
Wakefern Food Corp.
Publix
Cub (subsidiary of United Natural Foods, Inc.)

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

CHAPTER 2 EXECUTIVE SUMMARY

+357 96 030922
info@marketpublishers.com

CHAPTER 4 U.S. RETAIL PHARMACY DE-IDENTIFIED HEALTH DATA MARKET (SPECIFIC TO THE FIVE DATASETS - RETAIL PHARMACY AS SELLER): DATASET TYPE ESTIMATES & TREND ANALYSIS

+357 96 030922
info@marketpublishers.com

CHAPTER 5 COMPETITIVE LANDSCAPE

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: U.S. Retail Pharmacy De-identified Health Data Market Size, Share & Trends Analysis Report By Dataset Type (DSCSA Data, Market Basket Data, Inventory Data, Prior Authorization Data), And Segment Forecasts, 2025 - 2030

Product link: https://marketpublishers.com/r/U69EEBE5EB13EN.html

Price: US$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/U69EEBE5EB13EN.html