

Home Healthcare Market Report by Product
(Therapeutic Products, Testing, Screening, and
Monitoring Products, Mobility Care Products), Service
(Skilled Nursing, Rehabilitation Therapy, Hospice &
Palliative Care, Unskilled Care, Respiratory Therapy,
Infusion Therapy, Pregnancy Care), Indication
(Cancer, Respiratory Diseases, Movement Disorders,
Cardiovascular Diseases & Hypertension, Pregnancy,
Wound Care, Diabetes, Hearing Disorders, and
Others), and Region 2024-2032

https://marketpublishers.com/r/H11A3B612B7BEN.html

Date: January 2024

Pages: 139

Price: US\$ 3,899.00 (Single User License)

ID: H11A3B612B7BEN

Abstracts

The global home healthcare market size reached US\$ 392.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 791.7 Billion by 2032, exhibiting a growth rate (CAGR) of 7.87% during 2024-2032. The increasing incidences of chronic diseases, several advancements in medical technology, the implementation of favorable government policies, and the escalating demand for personalized and cost-effective healthcare services are some of the major factors propelling the market.

Home healthcare refers to medical and non-medical services provided to individuals in the comfort of their own homes. It assists individuals who may be recovering from an illness, injury, or surgery, managing chronic conditions, or facing challenges due to agerelated issues. It typically includes skilled nursing care, physical and occupational therapy, medication management, wound care, and assistance with daily living activities such as bathing, dressing, and meal preparation. It promotes independence and improve the quality of life for patients and allows them to remain in familiar surroundings



while receiving personalized and attentive care. Additionally, home healthcare is cost-effective and convenient option and are customized to meet individual needs, ensuring optimal support and a higher level of patient satisfaction.

The market is primarily driven by the growing incidences of chronic ailments. Additionally, the increasing population and the growing geriatric populations susceptible to several diseases prefer to receive medical care and assistance in the comfort of their homes, thus escalating the demand for personalized and continuous healthcare services at home. Moreover, numerous technological advancements in medical technology and telehealth solutions made it easier for healthcare providers to remotely monitor and manage patients in their homes represents another major growth-inducing factor. Besides this, home healthcare offers cost-effective solutions by reducing hospital readmissions and easing the burden on healthcare facilities, thus accelerating the market growth. Along with this, the recent onset of the coronavirus disease (COVID-19) pandemic accelerated the adoption of home-based care, due to social distancing norms, minimizes exposure risks, and ensures safety thus propelling the market growth.

Home Healthcare Market Trends/Drivers: The prevalence of chronic ailments

The prevalence of chronic diseases such as diabetes, heart disease, chronic respiratory conditions, and neurological disorders, are becoming increasingly common across the globe. These conditions often require long-term management, frequent monitoring, and personalized care, thus influencing market growth. Moreover, home healthcare services are well-suited to address the needs of patients with chronic diseases by receiving care at home, patients can benefit from continuous monitoring, medication management, and support with activities of daily living which represents another major growth-inducing factor. It also offers personalized treatment plans, rehabilitation services, and education to help patients manage their conditions effectively, thus accelerating market growth. Besides this, it can reduce the burden on hospitals and healthcare facilities, as patients with chronic diseases often require frequent follow-up visits and ongoing support, thus augmenting the market growth. Also, by providing care at home, healthcare resources can be better allocated to patients with acute and critical conditions which is propelling the market growth. Furthermore, the shift toward home-based care improves patient outcomes and quality of life and contributes to cost containment and more efficient healthcare delivery, creating a positive market outlook.

Several advancements in medical technologies



The increasing advancements in medical technology are significantly impacting the home healthcare market, transforming the way healthcare services are delivered to patients at their homes. Additionally, the widespread adoption of remote monitoring devices allow healthcare providers to track patients' vital signs, such as blood pressure, heart rate, and blood glucose levels, from a distance, allows timely interventions and better management of chronic conditions, thus influencing the market growth. Moreover, the integration of the Internet of Things (IoT) devices, such as smart pill dispensers, smart beds, and remote-controlled medical equipment, enhance patient safety and convenience, ensuring adherence to treatment plans and reducing the risk of adverse events, represents another major growth-inducing factor. Besides this, the increasing digitization of patient records allows seamless sharing of medical information between healthcare providers, enhancing care coordination and enabling a holistic view of the patient's health history, thus accelerating market growth.

The implementation of favorable government policies

The governments are transforming the potential benefits of home-based care and introducing supportive policies to promote its adoption. Additionally, numerous governments are providing financial incentives and subsidies to healthcare providers and agencies offering home healthcare services to encourage the expansion of home-based care and to improve access for patients, especially in underserved areas, which are influencing the market growth. Moreover, governments are easing regulatory barriers and licensing requirements for home healthcare providers, making it easier for them to operate and offer their services facilitating the entry of new players into the market, representing another major growth-inducing factor. Besides this, the healthcare reimbursement policies are revised to include coverage for home healthcare services, making it more affordable for patients, which is accelerating the demand for home healthcare, particularly among the geriatric population and those with chronic conditions is propelling the market growth.

Home Healthcare Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global home healthcare market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product, service and indication.

Breakup by Product:



Therapeutic Products
Testing, Screening, and Monitoring Products
Mobility Care Products

Therapeutic products represent the most popular product

The report has provided a detailed breakup and analysis of the market based on the product. This includes therapeutic products, testing, screening, and monitoring products, and mobility care products. According to the report, therapeutic products accounted for the largest market share.

Therapeutic products encompass several medical devices, equipment, and supplies designed to aid in the treatment and management of various health conditions at home. These products include mobility aids such as wheelchairs and walking aids, respiratory devices such as oxygen concentrators and nebulizers, and wound care products including dressings and wound healing agents, thus influencing the market growth. Additionally, therapeutic monitoring devices, such as blood glucose meters and blood pressure monitors, are essential in managing chronic conditions and promoting proactive health management, thus augmenting the market growth.

Moreover, advancements in therapeutic product technology have led to user-friendly designs, portability, and increased effectiveness, further fueling their popularity among patients and caregivers representing another major growth-inducing factor. Besides this, the growing geriatric population and prevalence of chronic diseases are accelerating the adoption of therapeutic products, ensuring improved patient outcomes and better quality of life. Along with this, the inclination toward therapeutic products due to their ability to empower patients with greater independence and control over their healthcare, and offer patients with essential medical care without the need for frequent visits to healthcare facilities are propelling the market growth.

Breakup by Service:

Skilled Nursing
Rehabilitation Therapy
Hospice & Palliative Care
Unskilled Care
Respiratory Therapy
Infusion Therapy
Pregnancy Care



Skilled nursing holds the largest share of the market

A detailed breakup and analysis of the market based on the service has also been provided in the report. This includes skilled nursing, rehabilitation therapy, hospice & palliative care, unskilled care, respiratory therapy, infusion therapy, and pregnancy care. According to the report, skilled nursing accounted for the largest market share.

Skilled nursing is emerging as the dominant service in the home healthcare market. This specialized form of care is provided by trained and licensed nurses who offer comprehensive medical support to patients in the comfort of their homes. It encompasses several healthcare tasks, including wound care, medication management, intravenous therapy, and post-surgical care, thus influencing the market growth.

Additionally, the growing geriatric population and the rising prevalence of chronic illnesses is escalating the demand for skilled nursing services, as patients with complex medical conditions seek personalized and continuous care, thus accelerating the market growth. Also, skilled nursing at home allows patients to avoid hospital stays and reduce the risk of infections, while also providing convenience and comfort during their recovery process.

Breakup by Indication:

Cancer

Respiratory Diseases

Movement Disorders

Cardiovascular Diseases & Hypertension

Pregnancy

Wound Care

Diabetes

Hearing Disorders

Others

Diabetes presently accounts for the largest market share

A detailed breakup and analysis of the market based on the indication has also been provided in the report. These includes cancer, respiratory diseases, movement disorders, cardiovascular diseases & hypertension, pregnancy, wound care, diabetes, hearing disorders, and others. According to the report, diabetes accounted for the



largest market share.

Diabetes is emerging as a dominant indication driving the growth of the home healthcare market. Additionally, the increasing incidences of diabetes are escalating the demand for home-based care for diabetic patients, thus influencing market growth. Managing diabetes requires continuous monitoring of blood glucose levels, medication adherence, lifestyle modifications, and regular follow-up with healthcare professionals. Home healthcare offers a convenient and personalized approach to address these needs.

Home-based diabetes care enables patients to receive timely interventions, education, and support in the comfort of their homes, leading to improved disease management and patient outcomes. Additionally, several advancements in medical technology, such as glucose monitoring devices and telehealth solutions, further facilitate remote monitoring and consultation, enhancing the effectiveness of home-based diabetes care. Furthermore, the cost-effectiveness for diabetic patients is particularly appealing, as it reduces the burden on healthcare facilities and minimizes hospital readmissions.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others



Latin America
Brazil
Mexico
Others
Middle East and Africa

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which includes North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and Others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and Others); Latin America (Brazil, Mexico, and Others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America is currently dominating the home healthcare market, holding the largest share due to the growing geriatric population, rising prevalence of chronic diseases, and advanced healthcare infrastructure driving the demand for home-based healthcare services. Additionally, technological advancements in medical devices and telehealth solutions is further accelerating the adoption of home healthcare in North America.

In Europe, the market is experiencing significant growth due to the growing geriatric population, and the increasing healthcare costs leading to governments and healthcare providers to focus on home-based care as a cost-effective and patient-centric solution. Furthermore, favourable government policies and reimbursement support are encouraging the expansion of home healthcare services across Europe.

The Asia Pacific market is witnessing rapid growth due to its growing population, rising awareness of home-based care options, improving healthcare infrastructure, and an increase in chronic diseases, which are escalating the demand for accessible and personalized healthcare services at home.

Competitive Landscape:

Nowadays, key players in the home healthcare market are implementing several strategies to strengthen their position and maintain a competitive edge. They are expanding their range of services to cater to a broader spectrum of patient needs including offering a comprehensive suite of medical, nursing, rehabilitation, and personal care services at home. Moreover, key players are investing in advanced medical technology, remote monitoring devices, telehealth platforms, and mobile health



applications to enhance the quality of care, improve patient outcomes, and facilitate remote consultations. Besides this, several companies are prioritizing patient-centric care by customizing services to individual needs, providing personalized treatment plans, and actively involving patients and their families in care decisions. Furthermore, key players are building a robust network of skilled healthcare professionals, including nurses, therapists, and caregivers, to ensure seamless and efficient delivery of services. They are also establishing a strong brand identity and implementing effective marketing strategies to help companies create awareness, build reputation, and attract new patients.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

A&D Company Limited
Addus HomeCare Corporation
Amedisys Inc.
B. Braun Melsungen AG
Baxter International Inc.
Becton Dickinson and Company
Fresenius Medical Care AG & Co. KGaA
Invacare Corporation
Koninklijke Philips N.V.
McKesson Corporation

OMRON Healthcare Inc. (Omron Corporation) and ResMed Inc.

Recent Developments:

Medline Industries LP

Baxter International Inc. made an investment in Medically Home in the home healthcare industry. The company participated in a funding round for Medically Home, which raised \$110 million in investment. This investment signifies Baxter's interest and support for athome acute care services provided by Medically Home.

In May 2020, Fresenius Medical Care AG & Co. KGaA acquired the U.S.-based NxStage that allows company to provide patients with a wide choice of at-home treatment, and improve its offering for home dialysis in Europe, the Middle East, and Africa (EMEA) region.

In January 2022, Omron Healthcare Inc, a prominent key player in remote blood pressure monitoring and personal health technology launched its new remote patient monitoring services with its connected blood pressure monitors and an advanced



mobile app designed to support patients and improve home treatment options.

Key Questions Answered in This Report:

How has the global home healthcare market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global home healthcare market?

What is the impact of each driver, restraint, and opportunity on the global home healthcare market?

What are the key regional markets?

Which countries represent the most attractive home healthcare market?

What is the breakup of the market based on the product?

Which is the most attractive product in the home healthcare market?

What is the breakup of the market based on the service?

Which is the most attractive service in the home healthcare market?

What is the breakup of the market based on the indication?

Which is the most attractive indication in the home healthcare market?

What is the competitive structure of the global home healthcare market?

Who are the key players/companies in the global home healthcare market?



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