

# **Internet of Things (IOT) in Healthcare Market Report by Component (Medical Devices, System and Software, Services), Connectivity Technology (Wi-Fi, Bluetooth Low Energy, ZigBee, Near Field Communication (NFC), Cellular, Satellite), Application (Telemedicine, Medication Management, Clinical Operations, Inpatient Monitoring, Connected Imaging, and Others), End User (Hospitals and Clinics, Clinical Research Organizations, Research and Diagnostic Laboratories, and Others), and Region 2024-2032**

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## **Abstracts**

The global internet of things (IOT) in healthcare market size reached US\$ 323.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,116.5 Billion by 2032, exhibiting a growth rate (CAGR) of 14.3% during 2024-2032.

The internet of things (IoT) is an interconnected system of devices that are connected to the internet and can gather and transmit data over a wireless network without any human intervention. It relies on machine learning (ML) or artificial intelligence (AI) technologies to evaluate data and offer organizations access to advanced analytics by collecting data on customer behavior. It helps make enhanced decisions, increase security by monitoring digital and physical infrastructure for optimizing performance, improve efficiency, and reduce safety risks. At present, there is a rise in the utilization of IoT in the healthcare sector for data collection, research analysis, and monitoring of electronic health records across the globe.

### Internet of Things (IOT) in Healthcare Market Trends:

The growing prevalence of chronic obstructive pulmonary disease (COPD), genetic and respiratory diseases, arthritis, and cancer represents one of the key factors driving the market. Besides this, there is an increase in the demand for cost-effective treatment and enhanced disease management around the world. This, along with the rising employment of IoT-enabled devices in remote monitoring to keep patients safe and healthy, is contributing to the growth of the market. In addition, there is a rise in the adoption of smart devices and wearables in self-health measurement across the globe. This, coupled with the burgeoning healthcare industry, is strengthening the growth of the market. Moreover, the increasing awareness among the healthcare personnel about the benefits of using IoT-enabled devices in the healthcare industry is offering lucrative growth opportunities to industry investors. Apart from this, key market players are extensively investing in research and development (R&D) activities to integrate artificial intelligence (AI) with IoT for an enhanced patient experience. Additionally, governments of several countries are undertaking initiatives to promote digital health and implementing various regulations for mandating the use of electronic health records (EHR), which is expected to bolster the market growth.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global internet of things (IOT) in healthcare market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, connectivity technology, application and end user.

### Breakup by Component:

- Medical Devices
  - Wearable External Devices
  - Implanted Medical Devices
  - Stationary Medical Devices
- System and Software
  - Remote Device Management
  - Network Bandwidth Management
  - Data Analytics
  - Application Security
  - Network Security
- Services
  - System Integration Services
  - Consulting, Training and Education

## Support and Maintenance Services

### Breakup by Connectivity Technology:

- Wi-Fi
- Bluetooth Low Energy
- ZigBee
- Near Field Communication (NFC)
- Cellular
- Satellite

### Breakup by Application:

- Telemedicine
- Medication Management
- Clinical Operations
- Inpatient Monitoring
- Connected Imaging
- Others

### Breakup by End User:

- Hospitals and Clinics
- Clinical Research Organizations
- Research and Diagnostic Laboratories
- Others

### 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

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apple Inc., Cisco Systems Inc., Comarch SA, HQSoftware, Intel Corporation, Koninklijke Philips N.V., Medtronic plc, Microsoft Corporation, Oracle Corporation, OSP Labs, Oxagile, Qualcomm Incorporated, Siemens AG and STANLEY Healthcare.

#### Key Questions Answered in This Report

1. What was the size of the global Internet of Things (IOT) in healthcare market in 2023?
2. What is the expected growth rate of the global Internet of Things (IOT) in healthcare market during 2024-2032?
3. What are the key factors driving the global Internet of Things (IOT) in healthcare market?
4. What has been the impact of COVID-19 on the global Internet of Things (IOT) in healthcare market?
5. What is the breakup of the global Internet of Things (IOT) in healthcare market based on the component?
6. What is the breakup of the global Internet of Things (IOT) in healthcare market based on the connectivity technology?
7. What is the breakup of the global Internet of Things (IOT) in healthcare market based on application?
8. What is the breakup of the global Internet of Things (IOT) in healthcare market based

on the end user?

9. What are the key regions in the global Internet of Things (IOT) in healthcare market?

10. Who are the key players/companies in the global Internet of Things (IOT) in healthcare market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL INTERNET OF THINGS (IOT) IN HEALTHCARE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY COMPONENT**

- 6.1 Medical Devices
  - 6.1.1 Market Trends
  - 6.1.2 Key Segments
    - 6.1.2.1 Wearable External Devices
    - 6.1.2.2 Implanted Medical Devices
    - 6.1.2.3 Stationary Medical Devices
  - 6.1.3 Market Forecast

## 6.2 System and Software

### 6.2.1 Market Trends

### 6.2.2 Key Segments

#### 6.2.2.1 Remote Device Management

#### 6.2.2.2 Network Bandwidth Management

#### 6.2.2.3 Data Analytics

#### 6.2.2.4 Application Security

#### 6.2.2.5 Network Security

### 6.2.3 Market Forecast

## 6.3 Services

### 6.3.1 Market Trends

### 6.3.2 Key Segments

#### 6.3.2.1 System Integration Services

#### 6.3.2.2 Consulting, Training and Education

#### 6.3.2.3 Support and Maintenance Services

### 6.3.3 Market Forecast

## 7 MARKET BREAKUP BY CONNECTIVITY TECHNOLOGY

### 7.1 Wi-Fi

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Bluetooth Low Energy

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

### 7.3 ZigBee

#### 7.3.1 Market Trends

#### 7.3.2 Market Forecast

### 7.4 Near Field Communication (NFC)

#### 7.4.1 Market Trends

#### 7.4.2 Market Forecast

### 7.5 Cellular

#### 7.5.1 Market Trends

#### 7.5.2 Market Forecast

### 7.6 Satellite

#### 7.6.1 Market Trends

#### 7.6.2 Market Forecast

## 8 MARKET BREAKUP BY APPLICATION

## 8.1 Telemedicine

### 8.1.1 Market Trends

### 8.1.2 Market Forecast

## 8.2 Medication Management

### 8.2.1 Market Trends

### 8.2.2 Market Forecast

## 8.3 Clinical Operations

### 8.3.1 Market Trends

### 8.3.2 Market Forecast

## 8.4 Inpatient Monitoring

### 8.4.1 Market Trends

### 8.4.2 Market Forecast

## 8.5 Connected Imaging

### 8.5.1 Market Trends

### 8.5.2 Market Forecast

## 8.6 Others

### 8.6.1 Market Trends

### 8.6.2 Market Forecast

## **9 MARKET BREAKUP BY END USER**

## 9.1 Hospitals and Clinics

### 9.1.1 Market Trends

### 9.1.2 Market Forecast

## 9.2 Clinical Research Organizations

### 9.2.1 Market Trends

### 9.2.2 Market Forecast

## 9.3 Research and Diagnostic Laboratories

### 9.3.1 Market Trends

### 9.3.2 Market Forecast

## 9.4 Others

### 9.4.1 Market Trends

### 9.4.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

## 10.1 North America

### 10.1.1 United States



- 10.1.1.1 Market Trends
- 10.1.1.2 Market Forecast
- 10.1.2 Canada
  - 10.1.2.1 Market Trends
  - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends
    - 10.2.5.2 Market Forecast
  - 10.2.6 Indonesia
    - 10.2.6.1 Market Trends
    - 10.2.6.2 Market Forecast
  - 10.2.7 Others
    - 10.2.7.1 Market Trends
    - 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 France
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 United Kingdom
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 Italy
    - 10.3.4.1 Market Trends

- 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 Apple Inc.

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.1.3 Financials

15.3.1.4 SWOT Analysis

15.3.2 Cisco Systems Inc.

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.2.3 Financials

15.3.2.4 SWOT Analysis

15.3.3 Comarch SA

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.3.3 Financials

15.3.4 HQSoftware

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.5 Intel Corporation

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.5.3 Financials

15.3.5.4 SWOT Analysis

15.3.6 Koninklijke Philips N.V.

15.3.6.1 Company Overview

15.3.6.2 Product Portfolio

15.3.6.3 Financials

15.3.6.4 SWOT Analysis

- 15.3.7 Medtronic plc
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
  - 15.3.7.3 Financials
  - 15.3.7.4 SWOT Analysis
- 15.3.8 Microsoft Corporation
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
  - 15.3.8.3 Financials
  - 15.3.8.4 SWOT Analysis
- 15.3.9 Oracle Corporation
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
  - 15.3.9.3 Financials
  - 15.3.9.4 SWOT Analysis
- 15.3.10 OSP Labs
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
- 15.3.11 Oxagile
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio
- 15.3.12 Qualcomm Incorporated
  - 15.3.12.1 Company Overview
  - 15.3.12.2 Product Portfolio
  - 15.3.12.3 Financials
  - 15.3.12.4 SWOT Analysis
- 15.3.13 Siemens AG
  - 15.3.13.1 Company Overview
  - 15.3.13.2 Product Portfolio
  - 15.3.13.3 Financials
  - 15.3.13.4 SWOT Analysis
- 15.3.14 STANLEY Healthcare
  - 15.3.14.1 Company Overview
  - 15.3.14.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Internet of Things in Healthcare Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Internet of Things in Healthcare Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Internet of Things in Healthcare Market Forecast: Breakup by Connectivity Technology (in Million US\$), 2024-2032

Table 4: Global: Internet of Things in Healthcare Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Internet of Things in Healthcare Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 6: Global: Internet of Things in Healthcare Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Internet of Things in Healthcare Market: Competitive Structure

Table 8: Global: Internet of Things in Healthcare Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Internet of Things in Healthcare Market: Major Drivers and Challenges

Figure 2: Global: Internet of Things in Healthcare Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Internet of Things in Healthcare Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Internet of Things in Healthcare Market: Breakup by Component (in %), 2023

Figure 5: Global: Internet of Things in Healthcare Market: Breakup by Connectivity Technology (in %), 2023

Figure 6: Global: Internet of Things in Healthcare Market: Breakup by Application (in %), 2023

Figure 7: Global: Internet of Things in Healthcare Market: Breakup by End User (in %), 2023

Figure 8: Global: Internet of Things in Healthcare Market: Breakup by Region (in %), 2023

Figure 9: Global: Internet of Things in Healthcare (Medical Devices) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Internet of Things in Healthcare (Medical Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Internet of Things in Healthcare (System and Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Internet of Things in Healthcare (System and Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Internet of Things in Healthcare (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Internet of Things in Healthcare (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Internet of Things in Healthcare (Wi-Fi) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Internet of Things in Healthcare (Wi-Fi) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Internet of Things in Healthcare (Bluetooth Low Energy) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Internet of Things in Healthcare (Bluetooth Low Energy) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Internet of Things in Healthcare (ZigBee) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Internet of Things in Healthcare (ZigBee) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Internet of Things in Healthcare (Near Field Communication (NFC)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Internet of Things in Healthcare (Near Field Communication (NFC)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Internet of Things in Healthcare (Cellular) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Internet of Things in Healthcare (Cellular) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Internet of Things in Healthcare (Satellite) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Internet of Things in Healthcare (Satellite) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Internet of Things in Healthcare (Telemedicine) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Internet of Things in Healthcare (Telemedicine) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Internet of Things in Healthcare (Medication Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Internet of Things in Healthcare (Medication Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Internet of Things in Healthcare (Clinical Operations) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Internet of Things in Healthcare (Clinical Operations) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Internet of Things in Healthcare (Inpatient Monitoring) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Internet of Things in Healthcare (Inpatient Monitoring) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Internet of Things in Healthcare (Connected Imaging) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Internet of Things in Healthcare (Connected Imaging) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: Internet of Things in Healthcare (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: Internet of Things in Healthcare (Other Applications) Market

Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Global: Internet of Things in Healthcare (Hospitals and Clinics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: Internet of Things in Healthcare (Hospitals and Clinics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Global: Internet of Things in Healthcare (Clinical Research Organizations) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Global: Internet of Things in Healthcare (Clinical Research Organizations) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Global: Internet of Things in Healthcare (Research and Diagnostic Laboratories) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Global: Internet of Things in Healthcare (Research and Diagnostic Laboratories) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Global: Internet of Things in Healthcare (Other End Users) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Global: Internet of Things in Healthcare (Other End Users) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: North America: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: North America: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: United States: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: United States: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Canada: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Canada: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Asia-Pacific: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Asia-Pacific: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: China: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: China: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Japan: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023



Figure 58: Japan: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: India: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: India: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: South Korea: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: South Korea: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Australia: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Australia: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Indonesia: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Indonesia: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Others: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Others: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Europe: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Europe: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Germany: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Germany: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: France: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: France: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: United Kingdom: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: United Kingdom: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Italy: Internet of Things in Healthcare Market: Sales Value (in Million US\$),

2018 & 2023

Figure 78: Italy: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Spain: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Spain: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Russia: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Russia: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 83: Others: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: Others: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 85: Latin America: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Latin America: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Brazil: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Brazil: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Mexico: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 90: Mexico: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 91: Others: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 92: Others: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 93: Middle East and Africa: Internet of Things in Healthcare Market: Sales Value (in Million US\$), 2018 & 2023

Figure 94: Middle East and Africa: Internet of Things in Healthcare Market: Breakup by Country (in %), 2023

Figure 95: Middle East and Africa: Internet of Things in Healthcare Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 96: Global: Internet of Things in Healthcare Industry: SWOT Analysis

Figure 97: Global: Internet of Things in Healthcare Industry: Value Chain Analysis

## Figure 98: Global: Internet of Things in Healthcare Industry: Porter's Five Forces Analysis

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