

South Korea Digital Therapeutics Market Size, Share, Trends and Forecast by Application, End Use, and Region, 2026-2034

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Abstracts

The South Korea digital therapeutics market size reached USD 159.9 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 758.8 Million by 2034, exhibiting a growth rate (CAGR) of 18.32% during 2026-2034. At present, the government of South Korea is pushing digital health innovation aggressively through focused policies and strategic investments. Moreover, the country is facing an expanding burden of chronic diseases and mental illnesses, which is driving the demand for scalable and efficacious therapeutic solutions. This, along with the advanced digital infrastructure and broad tech literacy among the masses, is expanding the South Korea digital therapeutics market share.

SOUTH KOREA DIGITAL THERAPEUTICS MARKET TRENDS:

Government Policies and Regulation Support

The government of South Korea is pushing digital health innovation aggressively through focused policies and strategic investments. By initiating programs under such schemes as the Digital New Deal, the authorities are giving high priority to incorporating advanced technologies into the healthcare system. Regulatory institutions like the Ministry of Food and Drug Safety (MFDS) are launching simplified approval mechanisms directly for digital therapeutics, which shorten development periods and improve market entry. The government is also supporting pilot initiatives and promoting public-private collaborations to pilot and scale digital therapeutic offerings. Consequently, local entrepreneurs and international firms are coming into the South Korean market, attracted by regulatory clarity and financial incentives. This continuous government engagement is developing an ecosystem that is supportive of innovation,

clinical uptake is growing, and the broader digital therapeutics space is becoming more dynamic and mature. In January 2024, South Korea implemented the Digital Medical Products Act (DMPA), an important law aimed at overseeing the expanding area of digital health technologies, such as artificial intelligence (AI)-powered devices, digital therapeutics, and health-related applications. The DMPA, being the initial all-encompassing legislation dedicated entirely to digital medical products, signified a significant advancement in securing the safety, efficacy, and creativity of digital healthcare solutions.

Increasing Burden of Chronic and Mental Health Disorders

South Korea is facing an expanding burden of chronic diseases and mental illnesses, and this is driving the demand for scalable and efficacious therapeutic solutions. Aging population, sedentary habits, and changes in diet are also contributing towards the increase in diabetes, hypertension, and cardiovascular conditions, thereby impelling the South Korea digital therapeutics market growth. Mental health conditions like depression, anxiety, and insomnia are also on the rise, especially among young people. The patients are looking for convenient and non-invasive treatment options, and digital therapeutics are addressing this by offering customized, evidence-based treatments via mobile apps and connected platforms. Healthcare professionals are embracing these technologies to conduct long-term patient interaction and track treatment results from a distance. Furthermore, the social stigma against conventional mental health therapy is compelling more people to resort to digital means that provide anonymity and convenience. As these healthcare issues continue escalating, digital therapeutics have become ever-more vital for enabling disease management and enhancing quality of life.

Technological Progress and High Digital Literacy

South Korea is using its advanced digital infrastructure and broad tech literacy to enable the accelerated uptake of digital therapeutics. With one of the highest smartphone penetrations and lightning-fast internet connections, the nation is lending an enabling environment for mobile health solutions. People are exhibiting high degrees of digital literacy and willingness to embrace new technology, making them perfect candidates for digital therapeutic solutions. Meanwhile, technology firms based in their region are creating and releasing sophisticated tools, such as AI-based diagnostics, smart wearables, and cloud-based therapy platforms. These technological solutions are constantly improving the user experience and capabilities of digital therapeutics. Data protection protocols and cybersecurity systems are being fortified to comply with privacy requirements, facilitating more trust in digital health products. With digital technologies

always developing and becoming more integrated into healthcare services, South Korea is emerging as the leader in the creation and use of next-generation therapeutic products. In 2024, Asan Medical Centre (AMC) in South Korea started recommending VIVID Brain, a digital therapy designed for individuals with visual deficits resulting from a stroke. A 12-week therapy plan requires patients to utilize a virtual reality gadget and a mobile app. VIVID Brain conducts a visual perception assessment to determine the best training site. Moreover, the device can personalize treatment by automatically modifying the difficulty level based on each patient's progress in training.

SOUTH KOREA DIGITAL THERAPEUTICS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on application and end use.

Application Insights:

Diabetes

Obesity

CVD

CNS Disease

Respiratory Diseases

Smoking Cessation

Others

The report has provided a detailed breakup and analysis of the market based on the application. This includes diabetes, obesity, CVD, CNS disease, respiratory diseases, smoking cessation, and others.

End Use Insights:

Patients

Providers

Payers

Employers

Others

A detailed breakup and analysis of the market based on the end use have also been provided in the report. This includes patients, providers, payers, employers, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea digital therapeutics market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea digital therapeutics market on the basis of application?

What is the breakup of the South Korea digital therapeutics market on the basis of end use?

What is the breakup of the South Korea digital therapeutics market on the basis of region?

What are the various stages in the value chain of the South Korea digital therapeutics market?

What are the key driving factors and challenges in the South Korea digital therapeutics market?

What is the structure of the South Korea digital therapeutics market and who are the key players?

What is the degree of competition in the South Korea digital therapeutics market?

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