

# **LAMEA mHealth Market By Type (Services and Devices) By Services (Monitoring services, Diagnosis services, Healthcare Systems Strengthening Services and Others) By Devices (BP Monitors, Cardiac Monitors, Pulse Oximetry, Blood Glucose Meters, Apnea & Sleep Monitors, Neurological Monitors, Wearable Fitness Sensor Device & Heart Rate Meters and Others) By Stakeholders (Mobile Operators, Device Vendors, Healthcare Providers and Content Players) By Application (Cardiovascular Diseases, Diabetes, Respiratory, Neurology and Other Applications) By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Latin America, Middle East and Africa mHealth Market would witness market growth of 32.4% CAGR during the forecast period (2020-2026).

mHealth apps are expected to see a lucrative growth rate over the projected period due to strong consumer demand. Increased adoption of wearables by patients and the health-conscious population would also have a positive effect on the market. It has been observed that the majority of digital healthcare start-ups have adopted the B2C business model, which allows faster adoption compared to multi-stakeholder structures in the primary healthcare sector.

However, these B2C-focused start-ups are faced with profitability issues. For example, Clue, a Berlin-based start-up, provides customers with free fertility apps and obtains

financing from various investors. Therefore, in order to sustain profitability, these mHealth players are beginning to concentrate on B2B2C-based market models, i.e. selling their products or services to business end-users, such as MedTech or healthcare IT providers, or directly to patients or physicians. Early-stage collaboration with these end-users will allow start-ups to gain insight into business opportunities and current scenarios.

In addition, start-ups can also focus on B2B business models involving hospitals, clinics, and other healthcare providers. Nonetheless, this model has a long revenue generation process and will be more challenging in the case of selecting an unsuitable partner. Compared to B2C and B2B, the B2B2C business model offers significant growth potential in the field of mHealth.

Based on Type, the market is segmented into Services and Devices. Based on Services, the market is segmented into Monitoring services, Diagnosis services, Healthcare Systems Strengthening Services and Others. Based on Devices, the market is segmented into BP Monitors, Cardiac Monitors, Pulse Oximetry, Blood Glucose Meters, Apnea & Sleep Monitors, Neurological Monitors, Wearable Fitness Sensor Device & Heart Rate Meters and Others. Based on Stakeholders, the market is segmented into Mobile Operators, Device Vendors, Healthcare Providers and Content Players.

Based on Application, the market is segmented into Cardiovascular Diseases, Diabetes, Respiratory, Neurology and Other Applications. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Bayer AG, Medtronic PLC, Johnson and Johnson, Koninklijke Philips N.V., DexCom, Inc., Samsung Electronics Co., Ltd. (Samsung Group), Omron Corporation, AllScripts Healthcare Solutions, Inc., Sanofi S.A., Cerner Corporation.

## Scope of the Study

## Market Segmentation:

### By Type

Services and

Devices

## By Services

Monitoring services

Diagnosis services

Healthcare Systems Strengthening Services and

Others

## By Devices

BP Monitors

Cardiac Monitors

Pulse Oximetry

Blood Glucose Meters

Apnea & Sleep Monitors

Neurological Monitors

Wearable Fitness Sensor Device & Heart Rate Meters and

Others

## By Stakeholders

Mobile Operators

Device Vendors

Healthcare Providers and

## Content Players

By Application

Cardiovascular Diseases

Diabetes

Respiratory

Neurology and

Other Applications

## By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

## Companies Profiled

Bayer AG

Medtronic PLC

Johnson and Johnson

Koninklijke Philips N.V.

DexCom, Inc.

Samsung Electronics Co., Ltd. (Samsung Group)

Omron Corporation

AllScripts Healthcare Solutions, Inc.

Sanofi S.A.

Cerner Corporation

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FIG 11 SWOT ANALYSIS: KONINKLIJKE PHILIPS N.V.

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: DEXCOM, INC.

FIG 13 SWOT ANALYSIS: SAMSUNG ELECTRONICS CO. LTD.

FIG 14 RECENT STRATEGIES AND DEVELOPMENTS: OMRON CORPORATION

FIG 15 SWOT ANALYSIS: OMRON CORPORATION

FIG 16 RECENT STRATEGIES AND DEVELOPMENTS: ALLSCRIPTS HEALTHCARE SOLUTIONS, INC.

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