

# Predictive Analytics in Healthcare Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/P77C4046CEC1EN.html>

Date: January 2026

Pages: 140

Price: US\$ 3,950.00 (Single User License)

ID: P77C4046CEC1EN

## Abstracts

Predictive Analytics In Healthcare Market is expected to grow at a 27.55% CAGR, increasing from USD 16.487 billion in 2025 to USD 70.988 billion in 2031.

The predictive analytics market in healthcare represents a rapidly evolving sector focused on applying advanced algorithms, machine learning, and statistical models to historical and real-time data to forecast future events and outcomes. This capability is transforming healthcare delivery from a reactive model to a proactive, data-driven discipline. Market growth is propelled by the digitization of healthcare, the imperative to improve patient outcomes while controlling costs, and a strategic shift toward value-based care models that reward quality and efficiency over volume.

A foundational driver of market expansion is the massive and continuous rise in healthcare data generation. The widespread adoption of electronic health records (EHRs), the proliferation of connected medical devices and wearables, and the growth of genomic and proteomic data have created vast, complex datasets. Predictive analytics provides the essential tools to extract meaningful insights from this data deluge, moving beyond descriptive reporting to anticipate clinical needs, operational demands, and financial risks. This ability to translate raw data into actionable foresight is a core value proposition driving investment.

The industry-wide transition from fee-for-service to value-based care and population health management is a powerful structural force fueling adoption. These models financially incentivize providers for improving patient outcomes and managing the total cost of care for a population. Predictive analytics is critical to success in this environment, enabling the identification of high-risk patients for early, preventive intervention, stratifying populations for targeted care management, and forecasting

disease progression. By facilitating proactive rather than reactive care, these tools directly support the goals of reducing avoidable hospital admissions, readmissions, and emergency department visits, thereby improving outcomes and financial performance.

Integration into clinical and operational workflows is a key trend determining real-world impact and sustained growth. The most effective predictive analytics solutions are not standalone reporting tools but are embedded within EHR systems, clinical decision support platforms, and operational dashboards. This seamless integration ensures insights are delivered at the point of care or decision-making, empowering clinicians with risk scores, alerts for potential adverse events, or recommendations for personalized treatment pathways. Similarly, operational integration helps hospital administrators forecast patient admission rates, optimize staff scheduling, manage inventory, and improve bed turnover, enhancing overall efficiency.

Major application areas demonstrating significant value include clinical decision support, financial and operational analytics, and population health management. In clinical settings, predictive models are used for early diagnosis, predicting sepsis onset, identifying patients at risk of readmission, and personalizing treatment plans. Operationally, they forecast demand for services, predict equipment failure, and optimize supply chain logistics. For payers and population health managers, analytics are crucial for risk stratification, fraud detection, and managing the health of defined member populations. The breadth of these applications underscores the technology's versatility and strategic importance.

The competitive landscape is characterized by a mix of large, diversified technology corporations with extensive AI and cloud platforms, specialized healthcare analytics firms, and established healthcare IT vendors enhancing their suites with predictive capabilities. Key differentiators include the depth of healthcare-specific domain expertise baked into models, the ability to integrate with a heterogeneous landscape of legacy health IT systems, and the provision of transparent, explainable insights that clinicians can trust and act upon. Compliance with stringent healthcare data privacy and security regulations, such as HIPAA, is a fundamental requirement.

Geographically, North America maintains a leadership position, driven by its mature digital healthcare infrastructure, high EHR adoption rates, a strong venture capital ecosystem funding health tech innovation, and payment models that increasingly reward data-driven efficiency. The region's concentration of leading technology providers and academic medical centers pioneering analytics research further

consolidates its market share. However, growth is accelerating globally as other regions advance their digital health agendas and confront similar pressures to improve care quality and sustainability.

The future trajectory of the predictive analytics market will be shaped by several convergent factors. Advances in artificial intelligence, particularly in deep learning and natural language processing, will expand the types of data that can be analyzed, including unstructured clinical notes and medical images. The growing focus on health equity is prompting the development of more representative and bias-free algorithms. Furthermore, the rise of interoperable data platforms and APIs will facilitate more comprehensive data aggregation, improving model accuracy. Success will increasingly depend on moving beyond technical proof-of-concept to demonstrating measurable improvements in clinical outcomes, patient experience, and cost reduction, thereby solidifying predictive analytics as an indispensable component of modern, high-performing healthcare systems.

#### Key Benefits of this Report:

**Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

**Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

**Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

**Actionable Recommendations:** Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

**Caters to a Wide Audience:** Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

#### Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

#### Predictive Analytics in Healthcare Market Segmentation

##### By Component

Software

Services

##### By Deployment

On-premise

Cloud-based

##### By Application

Financial Analytics

Clinical Analytics

Operational Analytics

Population Health Analytics

Others

#### By End User

Hospitals and Clinics

Insurance Companies

Research Organizations

Others

#### By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

## Europe

Germany

France

United Kingdom

Spain

Others

## Middle East and Africa

Saudi Arabia

UAE

Others

## Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET SNAPSHOT**

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

### **3. BUSINESS LANDSCAPE**

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

### **4. TECHNOLOGICAL OUTLOOK**

### **5. PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COMPONENT**

- 5.1. Introduction
- 5.2. Software
- 5.3. Services

### **6. PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY DEPLOYMENT**

- 6.1. Introduction
- 6.2. On-premise
- 6.3. Cloud-based

### **7. PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY APPLICATION**

- 7.1. Introduction
- 7.2. Financial Analytics

- 7.3. Clinical Analytics
- 7.4. Operational Analytics
- 7.5. Population Health Analytics
- 7.6. Others

## **8. PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY END USER**

- 8.1. Introduction
- 8.2. Hospitals and Clinics
- 8.3. Insurance Companies
- 8.4. Research Organizations
- 8.5. Others

## **9. PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY GEOGRAPHY**

- 9.1. Introduction
- 9.2. North America
  - 9.2.1. USA
  - 9.2.2. Canada
  - 9.2.3. Mexico
- 9.3. South America
  - 9.3.1. Brazil
  - 9.3.2. Argentina
  - 9.3.3. Others
- 9.4. Europe
  - 9.4.1. Germany
  - 9.4.2. France
  - 9.4.3. United Kingdom
  - 9.4.4. Spain
  - 9.4.5. Others
- 9.5. Middle East and Africa
  - 9.5.1. Saudi Arabia
  - 9.5.2. UAE
  - 9.5.3. Others
- 9.6. Asia Pacific
  - 9.6.1. China
  - 9.6.2. India
  - 9.6.3. Japan
  - 9.6.4. South Korea

- 9.6.5. Indonesia
- 9.6.6. Thailand
- 9.6.7. Others

## **10. COMPETITIVE ENVIRONMENT AND ANALYSIS**

- 10.1. Major Players and Strategy Analysis
- 10.2. Market Share Analysis
- 10.3. Mergers, Acquisitions, Agreements, and Collaborations
- 10.4. Competitive Dashboard

## **11. COMPANY PROFILES**

- 11.1. IBM Corporation
- 11.2. SAS Institute Inc.
- 11.3. Oracle Corporation
- 11.4. Microsoft Corporation
- 11.5. Allscripts Healthcare Solutions, Inc.
- 11.6. Cerner Corporation
- 11.7. Verisk Analytics, Inc.
- 11.8. MedeAnalytics, Inc.
- 11.9. Optum, Inc. (a subsidiary of UnitedHealth Group)
- 11.10. McKesson Corporation

## **12. APPENDIX**

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key Benefits for the Stakeholders
- 12.5. Research Methodology
- 12.6. Abbreviations

## I would like to order

Product name: Predictive Analytics in Healthcare Market - Forecast from 2026 to 2031

Product link: <https://marketpublishers.com/r/P77C4046CEC1EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P77C4046CEC1EN.html>