

# Thailand Electronic Health Records (EHR) Market - Strategic Insights and Forecasts (2026-2031)

<https://marketpublishers.com/r/T60FB2F77A7AEN.html>

Date: March 2026

Pages: 82

Price: US\$ 2,850.00 (Single User License)

ID: T60FB2F77A7AEN

## Abstracts

The Thailand Electronic Health Records (EHR) market is forecast to grow at a CAGR of 8.4%, reaching USD 0.3 billion in 2031 from USD 0.2 billion in 2026.

Thailand's electronic health records (EHR) market is positioned as a key pillar within the country's broader healthcare digital transformation strategy. The market is expanding due to increasing digitization across healthcare systems, supported by strong government initiatives and rising adoption among both public and private healthcare providers. The national push toward integrated digital health ecosystems, including telemedicine and mobile health platforms, is reinforcing demand for EHR solutions. In parallel, the growing need to improve healthcare efficiency, reduce administrative burden, and enhance patient data accessibility is driving steady adoption across hospitals and clinics. The market is also benefiting from the emergence of local vendors offering cost-effective and scalable solutions tailored to smaller healthcare providers.

### Market Drivers

The primary growth driver is the increasing digitalization of Thailand's healthcare sector. Government-led initiatives such as the national eHealth strategy and digital infrastructure programs are accelerating the adoption of electronic medical systems. These initiatives aim to streamline healthcare delivery and improve interoperability across institutions.

Another key driver is the growing support from public authorities and regulatory bodies. National platforms designed to integrate patient data across hospitals are encouraging healthcare providers to transition from paper-based systems to digital records. The

expansion of private healthcare services is also contributing to demand, as providers seek advanced systems to enhance operational efficiency and patient care outcomes.

In addition, continuous product innovation by local and international vendors is supporting adoption. Vendors are introducing modular, cloud-enabled, and AI-integrated EHR systems that offer improved usability and lower upfront costs, making them attractive for small and mid-sized healthcare facilities.

### Market Restraints

Despite strong growth potential, the market faces several structural challenges. High implementation costs remain a major barrier, particularly for smaller hospitals and clinics. Expenses related to software deployment, licensing, and staff training can delay or limit adoption.

Interoperability issues also constrain market growth. Fragmented digital infrastructure and the lack of standardized data frameworks create difficulties in integrating systems across healthcare providers. This limits seamless data exchange and reduces the efficiency gains expected from EHR adoption.

### Technology and Segment Insights

Cloud-based EHR solutions dominate the Thailand market due to their flexibility, scalability, and cost advantages. These systems allow healthcare providers to access patient data remotely without heavy investment in IT infrastructure. On-premise solutions continue to hold relevance among institutions requiring higher data control and security.

By type, acute care EHR systems represent a significant share due to their role in managing real-time patient data in hospital environments. Ambulatory EHR systems are also expanding rapidly as outpatient care services grow. Post-acute care systems are gaining traction with the increasing focus on long-term patient management.

In terms of end users, hospitals account for the largest share of demand due to higher patient volumes and complex data management needs. Clinics, laboratories, and pharmacies are emerging as important segments as digital adoption spreads across the healthcare ecosystem.

## Competitive and Strategic Outlook

The Thailand EHR market is moderately fragmented, with a mix of global and local players. International companies are focusing on advanced analytics and integrated platforms, while local vendors compete through cost-effective and customized solutions. Strategic collaborations, product innovation, and system integrations are key competitive strategies.

Recent developments highlight increased adoption of fully digital systems and the integration of AI-powered tools into EHR platforms. Partnerships between technology providers and healthcare institutions are expected to accelerate innovation and improve system capabilities.

## Conclusion

The Thailand EHR market is set for steady growth, supported by strong policy backing, technological advancements, and increasing healthcare digitization. While cost and interoperability challenges persist, ongoing innovation and government support are expected to sustain long-term market expansion.

## Key Benefits of this Report

**Insightful Analysis:** Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

**Competitive Landscape:** Understand strategic moves by key players to identify optimal market entry approaches.

**Market Drivers and Future Trends:** Assess major growth forces and emerging developments shaping the market.

**Actionable Recommendations:** Support strategic decisions to unlock new revenue streams.

**Caters to a Wide Audience:** Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

## What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

## Report Coverage

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

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

## 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. THAILAND ELECTRONIC HEALTH RECORDS (EHR) MARKET BY PRODUCT**

- 5.1. Introduction
- 5.2. On-Premise
- 5.3. Cloud-Based

### **6. THAILAND ELECTRONIC HEALTH RECORDS (EHR) MARKET BY TYPE**

- 6.1. Introduction
- 6.2. Acute
- 6.3. Ambulatory
- 6.4. Post-Acute

### **7. THAILAND ELECTRONIC HEALTH RECORDS (EHR) MARKET BY END-USER**

- 7.1. Introduction

- 7.2. Hospitals
- 7.3. Clinics
- 7.4. Pharmacies
- 7.5. Laboratories
- 7.6. Others

## **8. COMPETITIVE ENVIRONMENT AND ANALYSIS**

- 8.1. Major Players and Strategy Analysis
- 8.2. Market Share Analysis
- 8.3. Mergers, Acquisitions, Agreements, and Collaborations
- 8.4. Competitive Dashboard

## **9. COMPANY PROFILES**

- 9.1. Oracle Health
- 9.2. Veradigm LLC
- 9.3. Epic Systems Corporation
- 9.4. H LAB Co., Ltd.
- 9.5. Alyssa Global
- 9.6. Cariva
- 9.7. Sierra IT Global Group Co., Ltd.
- 9.8. InterSystems
- 9.9. Bangkok Medical Software Co.
- 9.10. SoftClinic GenX

## **10. RESEARCH METHODOLOGY**

## I would like to order

Product name: Thailand Electronic Health Records (EHR) Market - Strategic Insights and Forecasts (2026-2031)

Product link: <https://marketpublishers.com/r/T60FB2F77A7AEN.html>

Price: US\$ 2,850.00 (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/T60FB2F77A7AEN.html>