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Healthcare Data Monetization Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Healthcare Data Monetization Trends and Forecast

The future of the global healthcare data monetization market looks promising with opportunities in the pharmaceutical & biotechnology company, healthcare provider, healthcare payer, and medical technology company markets. The global healthcare data monetization market is expected to reach an estimated $1 billion by 2030 with a CAGR of 18.8% from 2024 to 2030. The major drivers for this market are increasing demand for real-world evidence, rising awareness of the data monetization benefits and healthcare enterprises' emphasis on robust data management, and growing emphasis to reduce healthcare-related cost.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Healthcare Data Monetization by Segment

The study includes a forecast for the global healthcare data monetization by type, deployment, end use, and region.

Healthcare Data Monetization Market by Type [Shipment Analysis by Value from 2018 to 2030]:

Direct Data Monetization

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Indirect Data Monetization

Healthcare Data Monetization Market by Deployment [Shipment Analysis by Value from 2018 to 2030]:

On-Premise

Cloud

Healthcare Data Monetization Market by End Use [Shipment Analysis by Value from 2018 to 2030]:

Pharmaceutical & Biotechnology Companies

Healthcare Providers

Healthcare Payers

Medical Technology Companies

Others

Healthcare Data Monetization Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Healthcare Data Monetization Companies

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Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies healthcare data monetization companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the healthcare data monetization companies profiled in this report include-

Oracle

Microsoft

Google

Salesforce

SAS Institute

TIBCO Software

Sisense

Healthcare Data Monetization Market Insights

Lucintel forecasts that data monetization will remain the larger segment over the forecast period due to growing need for effective data management, interoperability, cost reduction and enhanced patient outcomes.

Within this market, pharmaceutical & biotechnology company is expected to witness the highest growth due to the fact these data provide information that can be used to inform decisions, influence the course of research activities, and also allow for possible expansion of certain medicines.

North America will remain the largest region over the forecast period due to increased emphasis on population health management, a large volume of venture capital investments, and rising pressure to reduce the cost of healthcare.

Features of the Global Healthcare Data Monetization Market

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Market Size Estimates: Healthcare data monetization market size estimation in terms of value ($B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Healthcare data monetization market size by type, deployment, end use, and region in terms of value ($B).

Regional Analysis: Healthcare data monetization market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, deployment, end uses, and regions for the healthcare data monetization market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the healthcare data monetization market.

Analysis of competitive intensity of the industry based on Porter’s Five Forces model.

FAQ

Q1. What is the healthcare data monetization market size?

Answer: The global healthcare data monetization market is expected to reach an estimated $1 billion by 2030.

Q2. What is the growth forecast for healthcare data monetization market?

Answer: The global healthcare data monetization market is expected to grow with a CAGR of 18.8% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the healthcare data monetization market?

Answer: The major drivers for this market are increasing demand for real-world evidence, rising awareness of the data monetization benefits and healthcare enterprises' emphasis on robust data management, and growing emphasis to reduce

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healthcare-related cost.

Q4. What are the major segments for healthcare data monetization market?

Answer: The future of the healthcare data monetization market looks promising with opportunities in the pharmaceutical & biotechnology company, healthcare provider, healthcare payer, and medical technology company markets.

Q5. Who are the key healthcare data monetization market companies?

Answer: Some of the key healthcare data monetization companies are as follows:

Oracle

Microsoft

Google

Salesforce

SAS Institute

TIBCO Software

Sisense

Q6. Which healthcare data monetization market segment will be the largest in future?

Answer: Lucintel forecasts that data monetization will remain the larger segment over the forecast period due to growing need for effective data management, interoperability, cost reduction and enhanced patient outcomes.

Q7. In healthcare data monetization market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region over the forecast period due to increased emphasis on population health management, a large volume of venture capital investments, and rising pressure to reduce the cost of healthcare.

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Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the healthcare data monetization market by type (direct data monetization and indirect data monetization), deployment (on-premise and cloud), end use (pharmaceutical & biotechnology companies, healthcare providers, healthcare payers, medical technology companies, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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For any questions related to Healthcare Data Monetization Market, Healthcare Data Monetization Market Size, Healthcare Data Monetization Market Growth, Healthcare Data Monetization Market Analysis, Healthcare Data Monetization Market Report, Healthcare Data Monetization Market Share, Healthcare Data Monetization Market Trends, Healthcare Data Monetization Market Forecast, Healthcare Data Monetization Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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7.6: TIBCO Software
7.7: Sisense

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