

# **NLP in Healthcare & Life Sciences Market by NLP Technique (OCR, NER, Sentiment Analysis), Application (Genomics & Precision Medicine, Patient Care & Engagement, Clinical Operations & Decision Support, Biomedical Research) - Global Forecast to 2030**

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## **Abstracts**

The NLP in healthcare & life sciences market is expanding rapidly, with a projected market size rising from USD 5.18 billion in 2025 to USD 16.01 billion by 2030, at a CAGR of 25.3% during the forecast period. The substantial increase in unstructured clinical data, including electronic health records, physician notes, and pathology reports, drives the demand for NLP technologies to derive actionable insights. Simultaneously, clinical decision support is gaining importance, with NLP enabling real-time diagnostics and treatment recommendations in precision medicine. However, outdated IT systems can be incompatible with modern NLP tools, posing integration and interoperability challenges. As healthcare systems modernize, NLP is poised to become a cornerstone of data-driven, personalized care delivery.

“NLG type segment to account for the fastest growth rate during the forecast period”

Natural language generation (NLG) is the fastest-growing segment in the NLP in healthcare and life sciences market. NLG transforms structured clinical data into clear, human-like narratives, improving clinical documentation and reducing physician workload. It automates the creation of patient summaries, discharge notes, and personalized communications, enhancing patient engagement and adherence to treatment. The rising need for efficient data handling and automation in healthcare drives NLG adoption. As healthcare providers focus on improving operational efficiency

and patient outcomes, NLG becomes a critical tool for enabling scalable, accurate, and timely clinical documentation and communication within the NLP in healthcare and life sciences market.

“Named entity recognition (NER) NLP technique segment to hold the largest market share during the forecast period”

Named entity recognition (NER) holds the largest market share in NLP in healthcare and life sciences because it is critical in extracting structured information from unstructured medical texts. NER enhances clinical decision-making, medical coding, and data interoperability by identifying and classifying key entities such as diseases, drugs, procedures, and patient information. Its ability to accurately process large volumes of electronic health records, clinical trial data, and biomedical literature makes it essential for improving diagnostics, treatment planning, and research. As healthcare increasingly relies on data-driven insights, NER’s precision and scalability make it a foundational tool across multiple healthcare applications.

“North America leads with advanced infrastructure and early tech adoption, while Asia Pacific records fastest growth with digitalization and government AI initiatives”

North America leads the NLP in healthcare and life sciences market due to its advanced healthcare IT infrastructure, strong regulatory support for digital health, and early adoption of electronic health records and AI. The region is home to key industry players and research institutions that actively develop and deploy NLP applications for clinical decision-making, patient monitoring, and administrative automation. Meanwhile, Asia Pacific is the fastest-growing market, driven by rapid digitization of healthcare systems, increasing investments in AI, and growing awareness of personalized medicine. China, India, and Japan prioritize healthcare modernization, with government initiatives encouraging AI integration. The region’s rising healthcare demands and technological advancements make it a hotspot for NLP adoption in the coming years.

### **Breakdown of Primaries**

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the NLP in healthcare & life sciences market.

By Company: Tier I – 35%, Tier II – 45%, and Tier III – 20%

By Designation: C-Level Executives – 35%, D-Level Executives – 25%, and others – 40%

By Region: North America – 40%, Europe – 30%, Asia Pacific – 20%, Middle East & Africa – 5%, and Latin America – 5%

The report includes a study of key players offering NLP in healthcare & life sciences. It profiles major vendors in the NLP in healthcare & life sciences market. The major market players include Microsoft (US), Google (US), IBM (US), AWS (US), IQVIA (US), Oracle (US), Inovalon (US), Dolby Systems (US), Averbis (Germany), SAS Institute (US), Solventum (US), Press Ganey (US), Ellipsis Health (US), Lexalytics (US), NVIDIA (US), GE Healthcare (US), Clinithink (US), HPE (US), Oncora Medical (US), Flatiron Health (US), Datavant (US), Edifecs (US), John Snow Labs (US), ITRex Group (US), KMS Healthcare (US), Appinventiv (India), Reveal HealthTech (US), Veritis (US), Optum (US), Health Catalyst (US), AMBOSS (Germany), Maruti Techlabs (India), DeepScribe (US), ForeSee Medical (US), Gnani.ai (India), Notable Health (US), Biofourmis (US), Suki AI (US), Wave Health Technologies (US), Corti (Denmark), CloudMex (US), Emtelligent (Canada), Enlitic (US), and Deep 6 AI (US).

## Research Coverage

This research report categorizes the NLP in healthcare & life sciences market based on Offering (software and services), Deployment mode (cloud & on-premises), NLP type (natural language understanding (NLU) and natural language generation (NLG)), NLP technique (optical character recognition (OCR), named entity recognition (NER), sentiment analysis, text classification, topic modeling, text summarization, other NLP techniques), Application (patient care & engagement, clinical operations & decision support, biomedical research & drug development, administrative & operations management, genomics & precision medicine, medical education & knowledge dissemination and other applications), End User (enterprise (clinical practitioners, healthcare researchers, healthcare administrators, health insurance & payer professional, pharmaceutical & biotech companies and other end users), and Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

The scope of the report covers detailed information regarding the drivers, restraints, challenges, and opportunities influencing the growth of the NLP in healthcare & life sciences market. A detailed analysis of the key industry players was done to provide insights into their business overview, solutions, and services; key strategies; contracts,

partnerships, agreements, new product & service launches, and mergers and acquisitions; and recent developments associated with the market. This report also covered the competitive analysis of upcoming startups in the market ecosystem.

## **Key Benefits of Buying the Report**

The report will provide the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall NLP in healthcare & life sciences market and its subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their business and plan suitable go-to-market strategies. It will also help stakeholders understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (NLP makes EHR data actionable by extracting insights from text and large datasets, enhanced decision-making by analyzing complex, unstructured clinical data and supports predictive analytics to identify trends and reduce risks), restraints (Legacy IT systems hinder compatibility with modern NLP tools and high deployment costs and need for skilled personnel), opportunities (Real-time, personalized clinical decision support from diverse data, AI assistants streamlines patient engagement and documentation and multilingual translation improves global healthcare access), and challenges (Integration with existing workflows requires major adjustments and lack of standardized frameworks for validating NLP effectiveness).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the NLP in healthcare & life sciences market.

**Market Development:** Comprehensive information about lucrative markets – the report analyzes the NLP in healthcare & life sciences market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the NLP in healthcare & life sciences market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Microsoft (US), Google (US), IBM (US), AWS (US), IQVIA (US), Oracle (US), Inovalon (US), Dolby Systems (US), Averbis (Germany), SAS Institute (US), Solventum (US), Press Ganey (US), Ellipsis Health (US), Lexalytics (US), NVIDIA (US), GE Healthcare (US), Clinithink (US), HPE (US), Oncora Medical (US), Flatiron Health (US), Datavant (US), Edifecs (US), John Snow Labs (US), ITRex Group (US), KMS Healthcare (US), Appinventiv (India), Reveal HealthTech (US), Veritis (US), Optum (US), Health Catalyst (US), AMBOSS (Germany), Maruti Techlabs (India), DeepScribe (US), ForeSee Medical (US), Gnani.ai (India), Notable Health (US), Biofourmis (US), Suki AI (US), Wave Health Technologies (US), Corti (Denmark), CloudMex (US), Emtelligent (Canada), Enlitic (US), and Deep 6 AI (US). The report also helps stakeholders understand the pulse of the NLP in healthcare & life sciences market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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