

# **Wearable Healthcare Devices Market by Product (Trackers, Smartwatch, Patches), Type (Diagnostic (Vital Sign, ECG, Glucose), Therapeutic (Pain, Insulin)), Grade (Consumer, Clinical), Channel (Online, Pharmacies), Application (RPM) - Global Forecast to 2028**

<https://marketpublishers.com/r/W786D694C2AEN.html>

Date: February 2024

Pages: 308

Price: US\$ 4,950.00 (Single User License)

ID: W786D694C2AEN

## **Abstracts**

The wearable healthcare devices market is valued at an estimated USD 40.7 billion in 2023 and is projected to reach USD 69.2 billion by 2028 at a CAGR of 11.2% during the forecast period. In recent years, there have been significant technological advancements in wearable healthcare devices. The introduction of high-tech devices that are compact, user-friendly, and come with a better graphical user interface (for easy data visibility) and AI has helped increase the market penetration of wearable healthcare devices. These wearables play an integral role in the monitoring and treatment of various medical conditions in patients and the general public, thus driving better health outcomes.

“Trackers segment accounted for the highest growth rate in the wearable healthcare devices market, by product, during the forecast period.”

The wearable healthcare devices market is bifurcated into trackers, smartwatches, patches, and smart clothing. The trackers segment in the wearable healthcare devices market is experiencing substantial growth. Growing health concerns, the rising incidence of chronic diseases, unhealthy lifestyles, and increasing awareness about health & fitness are expected to drive market growth of this segment in the coming years.

“Online channels segment accounted for the highest growth rate in the wearable healthcare devices market, by distribution channel, during the forecast period.”

The wearable healthcare devices market is bifurcated into pharmacies, online channels, and hypermarkets based on distribution channel. Online channels segment is expected to account for the highest CAGR during the forecast period. The rise of e-commerce platforms allows consumers to browse, compare, and purchase wearable healthcare devices remotely. The convenience of online shopping contributes to significant sales growth through these channels.

“Asia Pacific: The fastest-growing region wearable healthcare devices market.”

The worldwide market for wearable healthcare devices is categorized into North America, Europe, the Asia Pacific, and the Rest of the World. Notably, the Asia Pacific region is anticipated to experience the most substantial growth in the forecast period. Emerging economies in this geographical area are observing an upswing in their gross domestic products (GDPs) along with a noteworthy increase in disposable income levels. Consequently, there has been a surge in healthcare expenditure among a larger segment of the population. This trend can be attributed to the sizable patient population and the presence of numerous low-cost device manufacturers in the region.

The break-up of the profile of primary participants in the wearable healthcare devices market:

By Company Type: Tier 1 - 40%, Tier 2 - 30%, and Tier 3 – 30%

By Designation: C-level - 27%, D-level - 18%, and Others - 55%

By Region: North America - 51%, Europe - 21%, Asia Pacific - 18%, Latin America – 6%, and Middle East & Africa- 4%

The key players in wearable healthcare devices market are Apple Inc. (US), Fitbit (US), OMRON Corporation (Japan), Medtronic (Ireland), Garmin Ltd. (US), GE HealthCare (US), Dexcom, Inc. (US), Abbott (US), Masimo (US), Koninklijke Philips N.V. (Netherlands), Boston Scientific Corporation (US), iRhythm Technologies, Inc. (US), CONTEC MEDICAL SYSTEMS CO. LTD. (China), Biotricity (US), MediBioSense (UK), VitalConnect (US), Cyrcadia Health (US), ten3T Healthcare (India), Minttihealth (China),

Biobeat (Israel), iHealth Labs Inc. (US), VivaLNK, Inc. (US), GENTAG, Inc. (US), AiQ Smart Clothing (Taiwan), Nonin Medical (US), and Oxitone Medical (Israel).

#### Research Coverage:

This research report categorizes the wearable healthcare devices market by product (Smartwatches, Trackers, Patches, and Smart Clothing), by type (Diagnostic & Monitoring Devices and Therapeutic Devices), by distribution channel (Online Channels, Pharmacies, and Hypermarkets), by grade (Consumer-grade Wearable Healthcare Devices and Clinical-grade Wearable Healthcare Devices), by application (General Health and Fitness, Remote Patient Monitoring, and Home Healthcare), and region (North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, opportunities, and challenges influencing the growth of the wearable healthcare devices market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, key strategies, acquisitions, and agreements. New product & service launches and recent developments associated with the wearable healthcare devices market. Competitive analysis of upcoming startups in the wearable healthcare devices market ecosystem is covered in this report.

#### Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall wearable healthcare devices market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, opportunities, and challenges.

#### The report provides insights on the following pointers:

Analysis of key drivers (Growing awareness about lifestyle management and home healthcare, Development of technologically advanced products, Growth in geriatric population and subsequent rise in chronic diseases, Rising public-private investments for wearable devices Increasing availability of smartphone-based applications and rising adoption of 3G/4G networks, and Growing preference for wireless connectivity among healthcare providers), opportunities

(Increasing adoption of AI and 5G), restraints (Inadequate regulatory standardization, Issues related to accuracy & analysis of wearable-generated data, and Data security concerns), and challenges (Patent protection of wearable healthcare devices, Limited battery life, and Device design complexity) influencing the growth of the wearable healthcare devices market.

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

**Market Development:** Comprehensive information about lucrative markets – the report analyses the wearable healthcare devices market across varied regions.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the wearable healthcare devices market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, product offerings of leading players like Apple Inc. (US), Fitbit (US), Dexcom, Inc. (US), Abbott (US), and Koninklijke Philips N.V. (Netherlands), among others in the wearable healthcare devices market strategies.

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