

# **Digital Diabetes Market by Product (SMBG, CGM, Smart Insulin Pump, Smart Insulin Pens, Software, Apps), End User (Home Care, Hospitals and Clinics), and Geography—Global Forecast to 2025**

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## **Abstracts**

Digital Diabetes Market by Product (SMBG, CGM, Smart Insulin Pump, Smart Insulin Pens, Software, Apps), by end user (Home Care, Hospitals and Clinics) and Geography—Global Forecast to 2025

The global digital diabetes market is expected to grow at a CAGR of 21.7% from 2018 to reach \$12.03 billion by 2025. Rising number of diabetic patients, increasing penetration of smartphones, technological advancement in diabetes devices, and growing funding for diabetes are the key factors driving the growth of this market. However, high cost of devices and poor reimbursement scenario is expected to hinder the growth of this market in coming years.

Devices dominated the global digital diabetes market in 2018. With the growing diabetic population, increasing adoption of diabetes devices, and increasing awareness about diabetes in emerging countries, this market is also expected to continue its dominance in the near future. Devices market is segmented into Self-Monitoring Blood Glucose (SMBG) systems, Continuous Glucose Monitoring (CGM) systems, insulin pumps, and insulin pens. CGM systems accounted for the largest share of digital diabetes devices market, by type. Increasing adoption of CGM systems, development of advanced CGM systems, and favorable government policies in developed countries are the key factors driving growth of this segment.

Diabetes management apps are expected to grow at a highest CAGR during forecast period. The high growth of this segment is mainly attributed to increasing penetration of

smart phones, growing awareness about diabetes management apps, and increasing funding for diabetes management apps.

On the basis of end user, the digital diabetes market is sub-segmented into home care and hospitals and clinics. Home care accounted for the largest share of digital diabetes market in 2018. The large share and high growth of this market is mainly attributed to increased awareness about diabetes and diabetes devices & apps and growing development and adoption of home care devices.

An in-depth analysis of the geographical scenario of the industry provides detailed qualitative and quantitative insights about the five major geographies (North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa) along with the coverage of major countries in each region. North America accounted for largest share of digital diabetes market in 2018. Some of the major factors influencing the growth of this market are increasing prevalence of the disease, growing adoption of advance diabetes care devices, accessibility to technologies, and presence of well-established distribution channels of the major players in this region.

The report includes competitive landscape based on extensive assessment of the key strategic developments adopted by leading market participants in the industry over the past 3 years (2015-2018). The key players in the global digital diabetes market are Lifescan, Roche, Medtronic, Ascensia Diabetes Care, Tandem Diabetes Care, Dexcomm, SocialDiabetes, One Drop, H2 Inc., Dottli Oy, Abbott Laboratories, Ypsomed holding AG, ARKRAY Inc., and Insulet Corporation among many others.

## **SCOPE OF THE REPORT:**

Market by Product

Devices

Self-Monitoring Blood Glucose (SMBG) Systems

Continuous Glucose Monitoring (CGM) Systems

Smart Insulin Pumps

Traditional

Tubeless/Patch Pump

Closed Loop Pump

Smart Insulin Pens

Diabetes Management Software

Diabetes Management Apps

### Market by End User

Home care

Hospitals and Clinics

### Market by Geography

North America

U.S.

Canada

Europe

Germany

Spain

France

U.K.

Italy

Rest of Europe (RoE)

Asia-Pacific (APAC)

Japan

China

India

Rest of APAC (RoAPAC)

Latin America

Middle East and Africa

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