

Digital Therapeutics Market by Application (Mental health, Diabetes, Respiratory, Neurology, Gastrointestinal, Cardiovascular, Addiction, Rehabilitation, Oncology, Sleep Disorder), Type (Disease Prevention, Management), End User—Global Forecast to 2030

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Abstracts

Digital Therapeutics Market by Application (Mental health, Diabetes, Respiratory, Neurology, Gastrointestinal, Cardiovascular, Addiction, Rehabilitation, Oncology, Sleep Disorder), Type (Disease Prevention, Management), End User—Global Forecast to 2030.

The global digital therapeutics market is projected to reach \$42.98 billion by 2030 at a CAGR of 31.1% from 2023 to 2030.

Succeeding extensive secondary and primary research and in-depth analysis of the market scenario, the report comprises the analysis of key industry drivers, restraints, challenges, and opportunities. The growth in the digital therapeutics market is mainly attributed to the rising adoption of digital health, increasing focus on preventive healthcare, growing prevalence of chronic diseases, and rising penetration of smart technologies, such as artificial intelligence, virtual reality, and the Internet of Things. However, the data privacy concerns for digital therapeutic mobile applications restrain the growth of this market. The growing demand for digital therapeutic platforms in emerging economies and rising investment in digital therapeutics are expected to generate growth opportunities for the players operating in this market. However, the lack of awareness about digital therapeutics platforms among the population and the lengthy process for regulatory approval are challenges for the players operating in this

market.

Based on type, in 2023, the disease management and treatment DTx segment is expected to account for the largest share of the digital therapeutics market. Digital therapeutic platforms are increasingly used for the treatment and management of diseases. Patients are inclined towards self-management of diseases for better disease management, and digital therapeutic platforms provide real-time health insights to the users, helping users to monitor disease conditions and make data-driven decisions about health. The prescription of DTx platforms by the provider is rising for managing and treating various health conditions.

Based on application, in 2023, the mental health segment is expected to account for the largest share of the digital therapeutics market. Mental health applications help reduce stigma and provide psychological services, patient empowerment, and self-monitoring, thus increasing its demand. For instance, in October 2021, under FDA's Enforcement Policy, Limbix Health, Inc.'s SparkRx application was made available for patients requiring mental support during COVID-19 under the FDA's Enforcement Policy. Additionally, WHO estimates that anxiety, depression, and other mental health conditions cost the global economy USD 1 trillion per year in lost productivity. The adoption of wellness programs can increase patients' mental health conditions; thus, healthcare providers and patients are adopting digital therapeutics platforms for mental disorders, driving the growth of this segment.

Based on end user, the individual consumers segment is projected to register the highest CAGR during the forecast period. Individual consumers are primary users of digital therapeutics platforms. The rising number of patients suffering from chronic disease, increasing adoption of digital therapeutics solutions among patients for monitoring, personalized therapeutic interventions, the trend towards preventive care, and increasing interest of patients and caregivers in the care management process are driving the growth of this segment.

An in-depth analysis of the geographical scenario of the global digital therapeutics market provides detailed qualitative and quantitative insights about the five major geographies (North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa) along with the coverage of major countries in each region. In 2023, North America is expected to account for the largest share of the digital therapeutics market, followed by Europe, Asia-Pacific, Latin America, and the Middle East & Africa. North America's large share is attributed to the region's highly developed digital health infrastructure, high usage of mobile applications for disease management, the high

prevalence of chronic diseases coupled with growth in the aging population, and the high adoption of connected devices among patients. The availability of funding for digital health, coupled with the growing pipeline for DTx, supports the growth of this regional market to a certain extent.

The key players operating in the global digital therapeutics market are Noom, Inc. (U.S.), 2Morrow Inc. (U.S.), GAIA AG (Germany), ResMed Inc. (U.S.), Canary Health (U.S.), Welldoc, Inc. (U.S.), DarioHealth Corp. (U.S.), Akili, Inc. (U.S.), Biofourmis Inc. (U.S.), Inc. (U.S.), BigHealth (U.S.), Teladoc Health, Inc. (U.S.), Limbix Health, Inc. (U.S.), Kaia Health Software Inc. (Germany), Glooko, Inc. (U.S.), Virta Health Corp. (U.S.), Click Therapeutics, Inc. (U.S.), Cognoa, Inc. (U.S.), Lark Technologies, Inc.(U.S.), Omada Health Inc. (U.S.), and One Drop (U.S.).

Scope of the Report:

Global Digital Therapeutics Market Assessment, by Type

Disease Management and Treatment DTx

Disease Prevention DTx

Global Digital Therapeutics Market Assessment, by Application

Mental Health

Diabetes

Cardiovascular Diseases

Gastrointestinal Disorders

Neurology

Rehabilitation & patient care

Oncology

Respiratory Disorders

Addiction management

Sleep Disorders

Smoking Cessation

Other Applications

Note: Other applications include medication adherence, eyes & ear diseases, dermatology, infectious and parasitic diseases, and genitourinary diseases, among others.

Global Digital Therapeutics Market Assessment, by End User

Providers

Individual Consumers

Employers

Payers

Other End Users

Note: Other end users include pharmaceutical organizations and government institutes

Global Digital Therapeutics Market Assessment, by Geography

North America

U.S.

Canada

Europe

Germany

U.K.

France

Italy

Spain

Rest of Europe (RoE)

Asia-Pacific (APAC)

China

Japan

India

Rest of Asia-Pacific (RoAPAC)

Latin America

Brazil

Mexico

Rest of Latin America (RoLATAM)

Middle East & Africa

Contents

1. MARKET DEFINITION & SCOPE

- 1.1. Market Definition
- 1.2. Market Coverage
- 1.3. Market Ecosystem
- 1.4. Currency and Limitations
- 1.5. Key Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Approach
- 2.2. Process of Data Collection and Validation
 - 2.2.1. Secondary Research
 - 2.2.2. Primary Research
- 2.3. Market Sizing and Forecasting
 - 2.3.1. Market Estimation Approach
 - 2.3.2. Growth Forecast Approach
- 2.4. Assumptions for the Study

3. EXECUTIVE SUMMARY

4. MARKET INSIGHTS

- 4.1. Overview
- 4.2. Key Factors Affecting Market Growth
 - 4.2.1. Impact Analysis of DROC
 - 4.2.1.1. Increasing Focus on Preventive Healthcare and Self-testing is Driving the Market
 - 4.2.1.2. Data Privacy Concerns Associated with Digital Therapeutics Applications are Restraining Market Growth
 - 4.2.1.3. Emerging Economies and Growing Product Pipeline is Providing Opportunities for Market Growth
 - 4.2.1.4. Lengthy and Tedious Regulatory Approval Process is Posing a Challenge to the Market's Growth
- 4.3. Trends
 - 4.3.1. Partnership of Digital Therapeutics Companies with Pharmaceutical Companies
 - 4.3.2. Integration of Artificial Intelligence (AI) in Digital Therapeutics

4.4. Regulatory and Reimbursement Approval Pathway

4.4.1. U.S.

4.4.2. Germany

4.4.3. France

4.4.4. Belgium

4.4.5. U.K.

4.4.6. China

4.4.7. Japan

4.4.8. South Korea

4.5. Case Study

4.5.1. Connected Inhalers to Reduce Asthma Symptoms (Propeller Health)

4.5.2. Sharp Rees-Stealy Medical Group (U.S.) Improves Outcomes with Diabetes Management Program

4.5.3. Improvement in Self-management of Diseases with Digital Health Solutions

5. DIGITAL THERAPEUTICS MARKET ASSESSMENT—BY TYPE

5.1. Overview

5.2. Disease Management and Treatment DTx

5.3. Disease Prevention DTx

6. DIGITAL THERAPEUTICS MARKET ASSESSMENT—BY APPLICATION

6.1. Overview

6.2. Mental Health

6.3. Diabetes

6.4. Cardiovascular Diseases

6.5. Gastrointestinal Disorders

6.6. Neurology

6.7. Rehabilitation & Patient Care

6.8. Respiratory Disorders

6.9. Oncology

6.10. Addiction Management

6.11. Sleep Disorders

6.12. Smoking Cessation

6.13. Other Applications

7. DIGITAL THERAPEUTICS MARKET ASSESSMENT—BY END USERS

- 7.1. Overview
- 7.2. Providers
- 7.3. Individual Consumers
- 7.4. Employers
- 7.5. Payers
- 7.6. Other End Users

8. DIGITAL THERAPEUTICS MARKET ASSESSMENT—BY GEOGRAPHY

- 8.1. Overview
- 8.2. North America
 - 8.2.1. U.S.
 - 8.2.2. Canada
- 8.3. Europe
 - 8.3.1. Germany
 - 8.3.2. U.K.
 - 8.3.3. France
 - 8.3.4. Italy
 - 8.3.5. Spain
 - 8.3.6. Rest of Europe (RoE)
- 8.4. Asia-Pacific
 - 8.4.1. China
 - 8.4.2. Japan
 - 8.4.3. India
 - 8.4.4. Rest of Asia-Pacific (RoAPAC)
- 8.5. Latin America
 - 8.5.1. Brazil
 - 8.5.2. Mexico
 - 8.5.3. Rest of Latin America (RoLATAM)
- 8.6. Middle East & Africa

9. COMPETITION ANALYSIS

- 9.1. Introduction
- 9.2. Key Growth Strategies
- 9.3. Competitive Benchmarking
- 9.4. Competitive Dashboard
 - 9.4.1. Industry Leaders
 - 9.4.2. Market Differentiators

9.4.3. Vanguard

9.4.4. Emerging Companies

9.5. Company Ranking for Global Digital Therapeutics Market (2022)

10. COMPANY PROFILES (COMPANY OVERVIEW, FINANCIAL SNAPSHOT, PRODUCT PORTFOLIO, STRATEGIC DEVELOPMENTS, SWOT ANALYSIS)

10.1. ResMed Inc.

10.2. Teladoc Health, Inc.

10.3. Noom, Inc.

10.4. DarioHealth Corp.

10.5. GAIA AG

10.6. Biofourmis Inc.

10.7. Virta Health Corp.

10.8. Welldoc, Inc.

10.9. Glooko, Inc.

10.10. 2Morrow Inc.

10.11. Canary Health

10.12. BigHealth

10.13. Akili, Inc.

10.14. Limbix Health, Inc.

10.15. Kaia Healthcare Software Inc.

10.16. Popular Mentions

11. APPENDIX

11.1. Available Customization

11.2. Related Reports

List Of Tables

LIST OF TABLES

Table 1 Key Differences Between Digital Health, Digital Medicine, And Digital Therapeutics

Table 2 Market Authorizations of Digital Therapeutics

Table 3 Global Digital Therapeutics Market, by Type, 2021-2030 (USD Million)

Table 4 Global Digital Therapeutics Market for Disease Management and Treatment, by Country/Region, 2021–2030 (USD Million)

Table 5 Global Digital Therapeutics Market for Disease Prevention, by Country/Region, 2021–2030 (USD Million)

Table 6 Global Digital Therapeutics Market, by Applications, 2021-2030 (USD Million)

Table 7 Global Digital Therapeutics Market for Mental Health, by Country/Region, 2021–2030 (USD Million)

Table 8 Global Digital Therapeutics Market for Diabetes, by Country/Region, 2021–2030 (USD Million)

Table 9 Global Digital Therapeutics Market for Cardiovascular Diseases, by Country/Region, 2021–2030 (USD Million)

Table 10 Global Digital Therapeutics Market for Gastrointestinal Disorders, by Country/Region, 2021–2030 (USD Million)

Table 11 Global Digital Therapeutics Market for Neurology, by Country/Region, 2021–2030 (USD Million)

Table 12 Global Digital Therapeutics Market for Rehabilitation and Patient Care, by Country/Region, 2021–2030 (USD Million)

Table 13 Global Digital Therapeutics Market for Oncology, by Country/Region, 2021–2030 (USD Million)

Table 14 Global Digital Therapeutics Market for Respiratory Disorders, by Country/Region, 2021–2030 (USD Million)

Table 15 Global Digital Therapeutics Market for Addiction Management, by Country/Region, 2021–2030 (USD Million)

Table 16 Global Digital Therapeutics Market for Sleep Disorder, by Country/Region, 2021–2030 (USD Million)

Table 17 Global Digital Therapeutics Market for Smoking Cessation, by Country/Region, 2021–2030 (USD Million)

Table 18 Global Digital Therapeutics Market for Other Applications, by Country/Region, 2021–2030 (USD Million)

Table 19 Global Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 20 Global Digital Therapeutics Market for Providers, by Country/Region,

2021–2030 (USD Million)

Table 21 Global Digital Therapeutics Market for Individual Consumers, by Country/Region, 2021–2030 (USD Million)

Table 22 Global Digital Therapeutics Market for Employers, by Country/Region, 2021–2030 (USD Million)

Table 23 Global Digital Therapeutics Market for Payers, by Country/Region, 2021–2030 (USD Million)

Table 24 Global Digital Therapeutics Market for Other End Users, by Country/Region, 2021–2030 (USD Million)

Table 25 Digital Therapeutics Market, by Country/Region, 2021–2030 (USD Million)

Table 26 North America: Digital Therapeutics Market, by Country/Region, 2021–2030 (USD Million)

Table 27 North America: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 28 North America: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 29 North America: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 30 U.S.: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 31 U.S.: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 32 U.S.: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 33 Canada: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 34 Canada: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 35 Canada: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 36 Europe: Digital Therapeutics Market, by Country/Region, 2021–2030 (USD Million)

Table 37 Europe: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 38 Europe: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 39 Europe: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 40 Germany: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 41 Germany: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 42 Germany: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 43 U.K.: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 44 U.K.: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 45 U.K.: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 46 France: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 47 France: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 48 France: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 49 Italy: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 50 Italy: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 51 Italy: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 52 Spain: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 53 Spain: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 54 Spain: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 55 Rest of Europe: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 56 Rest of Europe: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 57 Rest of Europe: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 58 Asia-Pacific: Digital Therapeutics Market, by Country/Region, 2021–2030 (USD Million)
Table 59 Asia-Pacific: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 60 Asia-Pacific: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 61 Asia-Pacific: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 62 China: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 63 China: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 64 China: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 65 Japan: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 66 Japan: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 67 Japan: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 68 India: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 69 India: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 70 India: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 71 Rest of Asia-Pacific: Digital Therapeutics Market, By Type, 2021–2030 (USD Million)
Table 72 Rest of Asia-Pacific: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)
Table 73 Rest of Asia-Pacific: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)
Table 74 Latin America: Digital Therapeutics Market, by Country/Region, 2021–2030 (USD Million)
Table 75 Latin America: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)
Table 76 Latin America: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 77 Latin America: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 78 Brazil: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 79 Brazil: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 80 Brazil: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 81 Mexico: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 82 Mexico: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 83 Mexico: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 84 People (20-79 Y) With Diabetes in Argentina, Colombia, and Chile (in Thousands)

Table 85 Rest of Latin America: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 86 Rest of Latin America: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 87 Rest of Latin America: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 88 Middle East & Africa: Digital Therapeutics Market, by Type, 2021–2030 (USD Million)

Table 89 Middle East & Africa: Digital Therapeutics Market, by Application, 2021–2030 (USD Million)

Table 90 Middle East & Africa: Digital Therapeutics Market, by End User, 2021–2030 (USD Million)

Table 91 Recent Developments, by Company, 2020–2023

List Of Figures

LIST OF FIGURES

- Figure 1 Market Ecosystem
- Figure 2 Key Stakeholders
- Figure 3 Research Process
- Figure 4 Secondary Sources Referenced for this Study
- Figure 5 Primary Research Techniques
- Figure 6 Key Executives Interviewed
- Figure 7 Breakdown of Primary Interviews (Supply-Side & Demand Side)
- Figure 8 Market Sizing and Growth Forecast Approach
- Figure 9 Global Digital Therapeutics Market Size, by Type, 2023 Vs. 2030 (USD Million)
- Figure 10 Global Digital Therapeutics Market Size, by Application, 2023 Vs. 2030 (USD Million)
- Figure 11 Global Digital Therapeutics Market Size, by End User, 2023 Vs. 2030 (USD Million)
- Figure 12 Global Digital Therapeutics Market, by Geography
- Figure 13 Global Digital Therapeutics Market: Impact Analysis
- Figure 14 Germany: Reimbursement Approval Pathway
- Figure 15 Global Digital Therapeutics Market, by Type, 2023 Vs. 2030 (USD Million)
- Figure 16 Global Digital Therapeutics Market, by Applications, 2023 Vs. 2030 (USD Million)
- Figure 17 Diabetes Patients, by Region 2021 Vs. 2030 Vs. 2045 (Million)
- Figure 18 Drug Consumption Among the Population in 2020 (Million People)
- Figure 19 Prevalence of Tobacco Use (% Of Adults) in 2020
- Figure 20 Global Digital Therapeutics Market Size, by End User, 2023 Vs. 2030 (USD Million)
- Figure 21 Digital Therapeutics Market, by Region, 2023 Vs. 2030 (USD Million)
- Figure 22 North America: Digital Therapeutics Market Snapshot
- Figure 23 U.S.: Number of People with Chronic Diseases, 2005-2030 (In Millions)
- Figure 24 Europe: Digital Therapeutics Market Snapshot
- Figure 25 Asia-Pacific: Digital Therapeutics Market Snapshot
- Figure 26 Japan: Growth in Aging Population 2015-2021 (Million)
- Figure 27 RoAPAC: Growth in Aging Population 2015 Vs. 2017 Vs. 2021 (Million)
- Figure 28 Latin America: Digital Therapeutics Market Snapshot
- Figure 29 Growth in the Elderly Population 2021 Vs. 2017 Vs. 2015
- Figure 30 Key Growth Strategies Adopted by Leading Players, 2020–2023
- Figure 31 Digital Therapeutics Market: Competitive Benchmarking (Based on Type)

Figure 32 Competitive Benchmarking for DTx: Based on DTx Capabilities and Therapeutic Area

Figure 33 Competitive Dashboard: Digital Therapeutics Market

Figure 34 Company Ranking: Digital Therapeutics Market (2022)

Figure 35 Resmed Inc.: Financial Snapshot (2022)

Figure 36 Teladoc Health, Inc.: Financial Overview (2022)

Figure 37 Dariohealth Corp.: Financial Snapshot (2022)

Figure 38 Akili, Inc.: Financial Snapshot (2022)

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