

# **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

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