

Healthcare Customer Data Platform Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/H3E3F29B2150EN.html>

Date: June 2022

Pages: 63

Price: US\$ 3,250.00 (Single User License)

ID: H3E3F29B2150EN

Abstracts

A customer data platform is a collection of software which creates a persistent, unified customer database that is accessible to other systems. Data is pulled from multiple sources, cleaned and combined to create a single customer profile.

This report contains market size and forecasts of Healthcare Customer Data Platform in Global, including the following market information:

Global Healthcare Customer Data Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Healthcare Customer Data Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

On-Premise Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Healthcare Customer Data Platform include Microsoft, Mercury Healthcare, Tealium, Innovaccer, Adobe, GE Healthcare and Salesforce, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Healthcare Customer

Data Platform companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Healthcare Customer Data Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Healthcare Customer Data Platform Market Segment Percentages, by Type, 2021 (%)

On-Premise

Cloud-Based

Global Healthcare Customer Data Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Healthcare Customer Data Platform Market Segment Percentages, by Application, 2021 (%)

Personalized Recommendations

Predictive Analytics

Marketing Data Segmentation

Customer Retention and Engagement

Security Management

Others

Global Healthcare Customer Data Platform Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Healthcare Customer Data Platform Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Healthcare Customer Data Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Healthcare Customer Data Platform revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Microsoft

Mercury Healthcare

Tealium

Innovaccer

Adobe

GE Healthcare

Salesforce

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