

mHealth Market

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Abstracts

mHealth Market - Overall Industry Analysis

Progressive Markets published a report, "Global mHealth Market - Opportunity and Forecast, 2016-2025," which says that the market is expected to reach \$ 312214.4 million in 2025, growing at a CAGR of 36.48% during the forecast period, 2018-2025.

mHealth is one of the biggest technological innovations in today's age and has been gaining worldwide popularity. Also known as mobile health, this healthcare technology refers to the practice of using mobile phones and wireless devices for medical and healthcare applications. It finds application in disease surveillance, tracking epidemic outbreak, diagnostic and treatment support, and more. mHealth devices help raise awareness of the correct practices and preventive healthcare measures to patients, in real-time monitoring of patient health and in provision of appropriate course of actions.

Market Drivers and Restraints:

The mobile health market report studies the drivers and restraints of the industry and elaborates on them. It says that the widespread use of mobile and wireless devices, technological advancements, rise in incidence of chronic diseases, and the growing population base are propelling the market growth. Moreover, an increase in the number of live health and pilot projects, growing number of healthcare apps, and an increase in smartphone penetration are likely to create new opportunities for growth in the industry. Besides the drivers, there are certain factors hampering the growth of the industry. They include the concerns related to privacy of information and data security.

mHealth Market Key Segmentation:

The report provides a detailed analysis of the mHealth industry based on service,

connected device, application, participant, and geography. Based on service, the market is segmented into diagnosis services, monitoring services, prevention, treatment, and healthcare system strengthening solutions. Based on connected device, the market is divided into blood pressure monitor, glucose meter, and pulse oximeter. By application, the industry is classified as cardiovascular, diabetes, respiratory, neurology, and others. Based on participant, the market is segmented into device vendors, content players, mobile operators, and healthcare providers. Geographically, the mobile health market analysis covers four geographical regions, namely Asia-Pacific, North America, Europe, and LAMEA.

By Services

Diagnosis services

Monitoring services

Prevention

Treatment

Healthcare system strengthening solutions

By Devices

Blood glucose meters

BP monitors

Pulse oximeters

By Participant

Mobile operators

Device vendors

Content Players

Healthcare providers

By Application

Women's Health

Medication

Weight Loss

Personal Health Record

By Geography

North America

US

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Russia

Rest of Europe

Asia-Pacific

Australia

Japan

China

India

Rest of Asia-pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players:

The report provides an analysis of the emerging players operating in the mHealth market. The analysis covers their basic overview as well as their business segments and recent developments. The key market players noted in the study include AT&T Inc., Apple Inc., Vodafone Group plc, mQure, Allscripts Healthcare Solutions, Omron HealthCare Inc., Samsung Electronics Corporation, Bayer Healthcare, Philips Healthcare, Cardionet Inc., Masimo Corporation, and LifeWatch AG. To gain worldwide reach and grow further, they adopt strategies such as new products launch, expansion, collaboration, joint ventures, partnerships, mergers & acquisitions, and others.

Key Benefits from the Report:

The report provides a basic overview of the mHealth industry including the mHealth market size, mHealth market share analysis, market dynamics, Porter's analysis, mHealth market forecast, key market segments, and company profiles. The report covers insights into key market requirements gathered through primary and secondary research, as well as from industry leader and experts. It helps market players, new

entrants, shareholders and investors to develop strategies, marketing goals and business decisions based on the actionable market intelligence from this report. The report is a useful tool for market players, investors, and new entrants to gain valuable insights on the market and make wise decisions for achieving growth and success. The charts, statistics, and graphs are provided to add further clarity to the data in the report. The mhealth market size explains the overall volume of the market while the market share analysis tells about how each player is performing in the industry as compared to their competitors. The mHealth market forecast is based on the past and current market trends of the industry. The market dynamics which incorporates the market drivers and restraints help analyze the opportunities for growth in the market. The Porter's analysis helps determine the level of competition in the market via the five forces in the model such as bargaining power of buyers, bargaining power of suppliers, the threat from substitutes, the threat to new entrants, and industry rivalry. The report also includes details about the major players providing solutions in the mHealth industry. They adopt key strategies such as mergers and acquisitions, launches, partnerships, and more to grow and achieve a competitive edge in the market.

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