

Global mHealth Market by Product (Apps and Devices), Connected Devices (Glucose & Blood Pressure Monitor, Pulse Oximeter), Apps (Women Health, Diabetes Management, Mental Health), Services - Global Forecast to 2027

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Abstracts

The global mHealth Solutions market is expected to grow at a CAGR of ~24% from 2020 to reach ~\$ 212.5 billion by 2027. The growth is primarily attributed to increasing adoption of smartphones, increasing awareness & utilization of mHealth applications, growing demand for home healthcare services, initiatives to curb healthcare expenditure, penetration of 3G/4G networks and prevalence of chronic diseases. However, lack of regulatory guidelines and standards, resistance from traditional physicians & patients and limited guidance from physicians for the selection of appropriate application may restrain the growth of this market. Rising number of lifestyle disorders and increasing adoption of mHealth apps in emerging countries pose significant growth opportunities.

By Product & Services: mHealth apps segment dominated the mHealth solutions market in 2020

mHealth apps segment accounted for the largest share of mHealth solutions market on the basis of product & services. The largest share of this market is mainly due to prevalence of chronic diseases, growing adoption of smartphones & healthcare apps and increasing demand for self-health management measures due to rising lifestyle disorder.

By Connected Devices: Vital sign monitoring segment held largest share of mHealth solutions market in 2020

On the basis of connected devices, vital signs monitoring segment accounted for the

largest market share of mHealth solutions market. The largest share of this segment is mainly attributed to prevalence of chronic diseases, growing demand for vital signs monitoring devices for home and emphasis on curbing healthcare expenses. COVID 19 pandemic has further increased the adoption of vital sign monitors in various end use settings.

By Region: APAC fastest growing regional market

In 2020, North America accounted for the largest share of mHealth solutions market during forecast period. The largest share of this regional segment is mainly due to growing usage of healthcare apps, adoption of advanced technology, presence of leading companies, government initiatives and growing adoption of smartphones. However, APAC is expected to grow at highest CAGR during the forecast period. High growth of this geographic segment is mainly attributed to increasing number of digitalization programs, emerging economies, penetration of smartphones, and rising awareness about mHealth apps.

Competitive Scenario

Medtronic plc (Ireland)

Apple Inc. (US)

AirStrip Technologies (US)

AliveCor Inc. (US)

Nike Inc. (US)

Koninklijke Philips N.V. (Netherlands)

Johnson & Johnson (US)

Omron Corporation (Japan)

BioTelemetry Inc. (US)

athenahealth Inc. (US)

AgaMatrix Inc. (US)

Withings S.A. (France)

iHealth Labs, Inc. (US)

are the key players operating in this market.

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