

# **Health Data-Liquidity Platforms Market Forecasts to 2032 – Global Analysis By Model Type (Data Tokenization Platforms, Health Data Exchanges, Blockchain-Based Consent Systems, AI-Integrated Data Marketplaces, Smart Contract Health Records and Cross-Border Data Pools), Technology, Application, End User, and By Geography.**

<https://marketpublishers.com/r/H9F208EFDE8EEN.html>

Date: November 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: H9F208EFDE8EEN

## **Abstracts**

According to Statistics MRC, the Global Health Data-Liquidity Platforms Market is accounted for \$3.1 billion in 2025 and is expected to reach \$8.1 billion by 2032 growing at a CAGR of 14.7% during the forecast period. Health Data-Liquidity Platforms are decentralized infrastructures enabling secure, interoperable exchange and monetization of health data across institutions. These platforms use blockchain, AI, and consent management systems to ensure privacy, compliance, and real-time access to patient information. They enhance research collaboration, personalized medicine, and data-driven decision-making by allowing individuals and organizations to share verified health records efficiently. This model encourages responsible data usage while improving healthcare innovation and transparency.

According to a Rock Health report, patient demand for unified health records is rising, with over 75% of individuals wanting control over their digital health data portability.

### **Market Dynamics:**

Driver:

Increasing digital health interoperability

The growing emphasis on digital health interoperability is driven by the need for seamless data exchange among diverse healthcare providers and systems. It improves patient care coordination, reduces redundant tests, and supports value-based healthcare. Governments and organizations are implementing standards like FHIR to facilitate real-time, secure sharing of clinical and administrative data, fostering more connected and efficient healthcare ecosystems globally. This interoperability enables better clinical decision-making and patient outcomes.

Restraint:

#### Complexity in data governance frameworks

Complex data governance frameworks pose significant challenges, as healthcare data involves sensitive patient information subject to diverse regulations like HIPAA and GDPR. Ensuring compliance, data privacy, consent management, and secure access across different jurisdictions and providers complicates interoperability efforts. Managing patient data responsibly while supporting open exchange demands sophisticated technical and legal frameworks, which slow widespread adoption and increase implementation costs.

Opportunity:

#### Emergence of patient-owned data models

Patient-owned data models represent a transformative opportunity, empowering individuals to control, share, and monetize their health data. Blockchain and decentralized technologies support secure, transparent data transactions, enabling personalized care and research participation. This shift enhances data liquidity by fostering trust and patient engagement, opening new revenue streams and improving healthcare innovation through broader data access and collaboration among stakeholders.

Threat:

#### Unauthorized access and data leaks

Unauthorized data access, breaches, and leaks threaten market growth by undermining patient trust and regulatory compliance. Cybersecurity vulnerabilities in health IT

systems and interoperability platforms expose sensitive health records to hacking and misuse. These risks necessitate robust encryption, authentication, and continuous monitoring, increasing operational complexity and costs while affecting adoption willingness among healthcare providers and patients.

#### Covid-19 Impact:

The Covid-19 pandemic accelerated digital adoption in healthcare, intensifying the need for interoperable data systems to support telehealth, remote monitoring, and data-driven public health responses. While initial disruptions affected some IT projects, heightened awareness of real-time data sharing benefits and government stimulus programs boosted investments in interoperability platforms, rapidly advancing market maturity and collaboration between providers and technology firms.

The health data exchanges segment is expected to be the largest during the forecast period

The health data exchanges segment is expected to account for the largest market share during the forecast period, resulting from their role in facilitating centralized, secure, and standardized health data sharing across multiple organizations. They support care coordination, research, and population health management by aggregating data from varied sources, improving accessibility and real-time data liquidity in healthcare ecosystems.

The blockchain infrastructure segment is expected to have the highest CAGR during the forecast period

The blockchain infrastructure segment is predicted to witness the highest growth rate, propelled by its ability to provide secure, transparent, and immutable health data transactions. Blockchain enhances patient data ownership, interoperability trust, and reduces fraud while ensuring compliance with privacy regulations. Growing adoption of decentralized health data platforms and pilot projects across healthcare organizations drive this rapid growth.

#### Region with largest share:

The Asia Pacific region is expected to hold the largest market share due to expanding healthcare infrastructure, increasing government initiatives promoting digital health, and rapid adoption of interoperability solutions. Countries like China, India, Japan, and

South Korea are investing heavily in digital health ecosystems, telehealth expansion, and regulatory frameworks that encourage interoperability adoption to improve healthcare outcomes and operational efficiencies.

Region with highest CAGR:

North America is anticipated to exhibit the highest CAGR, supported by its advanced healthcare IT infrastructure, presence of key market players, and regulatory mandates encouraging interoperability such as the 21st Century Cures Act. Strong investments in AI integration, blockchain for health data security, and extensive adoption of electronic health records fuel rapid growth. The region focuses on innovation in patient data ownership models and secure, compliant data exchange frameworks.

Key players in the market

Some of the key players in Health Data-Liquidity Platforms Market include Oracle Corporation, Microsoft Corporation, Google LLC, Salesforce, Inc., SAS Institute, SAP SE, TIBCO Software Inc., Sisense Inc., Snowflake Inc., QlikTech International AB, HealthVerity, Inc., Accenture, Availity, LLC, Domo, Inc., Komodo Health, Inc., ThoughtSpot Inc. and Datavant, Inc.

### **Key Developments:**

In November 2025, Google LLC launched its Google Health Data Fabric, a new platform leveraging Federated Learning and de-identification APIs to enable collaborative research across hospital networks without moving raw patient data.

In October 2025, Salesforce, Inc. introduced Tableau Health-Link, a new set of analytics tools built on the Salesforce Data Cloud designed to unify patient journey data from EHRs, claims, and clinical trials for life sciences companies.

In September 2025, Microsoft Corporation and Accenture announced a strategic partnership to deploy the Microsoft Cloud for Healthcare Interoperability Suite, a turnkey solution for payers and providers to achieve real-time data liquidity and compliance with new FHIR-based regulations.

Model Types Covered:

Data Tokenization Platforms

Health Data Exchanges

Blockchain-Based Consent Systems

AI-Integrated Data Marketplaces

Smart Contract Health Records

Cross-Border Data Pools

#### Technologies Covered:

Blockchain Infrastructure

AI & Machine Learning

Zero-Knowledge Proof Systems

API-Driven Interoperability

Decentralized Cloud Storage

Smart Data Governance Tools

#### Applications Covered:

Clinical Data Sharing

Pharmaceutical Research

Personalized Medicine

Insurance Underwriting

Remote Patient Monitoring

## Public Health Surveillance

### End Users Covered:

Hospitals & Clinics

Pharmaceutical Companies

Data Aggregators

Insurance Providers

Research Institutions

Government Health Agencies

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

### **What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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