

# **India E-Health Market By Product (Electronic Health Records, ePrescribing, Clinical Decision Support, Telemedicine, Consumer Health Information, mHealth, Health Management, Information System), By Services (Monitoring, Diagnostic, Healthcare Strengthening), By End User (Hospitals, Home Healthcare, Payers, Pharmacy), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

India E-Health Market was valued at USD 2.72 Billion in 2024 and is anticipated to reach USD 4.38 Billion by 2030, with a CAGR of 8.34% during 2025-2030. The E-Health Market refers to the broad intersection of medical informatics, public health, and business. It encompasses a wide range of health services and information that are delivered or enhanced through the internet and related technologies. This emerging field sits at the crossroads of technological innovation and healthcare, combining elements such as electronic health records, telemedicine, health analytics, and digital healthcare services.

In recent years, the E-Health Market has experienced rapid growth, fueled by advancements in technology and a rising demand for remote healthcare services. The need for efficient and cost-effective healthcare solutions has also contributed to this growth. With the integration of digital platforms and technologies, healthcare providers and patients alike can benefit from improved access to medical information, remote consultations, and personalized health management. The E-Health Market presents a transformative opportunity to reshape the healthcare landscape, enabling greater efficiency, convenience, and personalized care for individuals and communities. As

technology continues to advance, the potential for innovation in this field is vast, leading to improved health outcomes and enhanced patient experiences.

## Key Market Drivers

### Growth in IoT and Technological Innovations

The consistent surge in Internet of Things (IoT) and technological innovation is significantly increasing the demand for E-Health in India. As healthcare transitions into the digital age, IoT devices are paving the way for real-time monitoring and management of health parameters, leading to a seismic shift in patient care paradigms. Simultaneously, innovative technologies like Artificial Intelligence and Machine Learning are being harnessed to interpret complex medical data, enabling predictive analysis and personalized care. This transformation is particularly relevant for India with its diverse and expansive population base. The number of IoT-enabled devices in India and South Asia currently totals 357.6 million, with projections indicating it will reach 1 billion by 2030. This highlights the growing influence of IoT on both personal and business sectors. JioBusiness IoT solutions are playing a crucial role in driving growth and productivity across various industries, including agriculture, healthcare, IT, and manufacturing. In healthcare, JioBusiness IoT solutions enable providers to remotely monitor patients in real-time. IoT medical devices, such as sensors, wearables, and monitors, collect critical health data and transmit it securely to healthcare professionals. This technology facilitates proactive intervention and early detection of health issues, allowing doctors to offer personalized treatment plans. The outcome is faster services and improved patient satisfaction.

E-Health solutions provide an effective means to bridge the healthcare accessibility gap in remote and under-served regions by delivering critical health services digitally. By leveraging advanced telemedicine platforms, patients in these areas can now access medical consultations, remote monitoring, and even receive prescriptions without the need for physical visits to healthcare facilities. The COVID-19 pandemic has further accentuated the need for remote healthcare solutions, spurring the growth in the E-Health sector. The ability to receive healthcare remotely has become crucial in minimizing the risk of virus transmission and ensuring continuity of care.

In a country where smartphone penetration is rapidly increasing, this technological advancement becomes a powerful tool to democratize health services. With the widespread availability of smartphones and internet connectivity, individuals from all walks of life can now access healthcare information, connect with healthcare

professionals, and avail themselves of digital health services. This not only empowers patients to take charge of their own health but also helps healthcare providers reach a larger population and provide efficient and timely care. Hence, the intersection of IoT and technological innovation is a catalyst, fuelling the upsurge in demand for E-Health in India, transforming the healthcare landscape and improving healthcare outcomes for millions of people.

### Rising Preference Toward Mobile Technology and Internet

The surging preference for mobile technology and the Internet is significantly bolstering the demand for E-Health services in India. With the increasing penetration of smartphones and internet connectivity, health technology has become more accessible, allowing individuals to manage their health from the comfort of their homes.

Telemedicine, for instance, is a rapidly emerging sector in India's E-Health space. It is granting people, especially in rural and remote areas, the opportunity to consult with healthcare professionals without the need for physical travel. The COVID-19 pandemic has further propelled the need and acceptance of E-Health services among the Indian population. Online consultation, digital prescriptions, and E-pharmacies have become a new norm, reducing the risk of virus transmission and making healthcare more convenient and efficient. Mobile health applications are also seeing a surge in usage, offering services like symptom tracking, personalized health tips, and fitness monitoring.

The increasing digital literacy in India is enhancing the potential of E-Health, leading to its wide acceptance and demand. With further technological advancements and improved digital infrastructure, the E-Health sector in India is expected to grow exponentially, transforming the healthcare landscape of the nation. This growth is anticipated to bring forth more innovative solutions, such as remote patient monitoring, AI-based diagnosis, and predictive analytics for proactive healthcare management. The integration of wearable devices and IoT in E-Health systems is also poised to revolutionize patient care by enabling real-time monitoring and personalized treatment plans. While there was initial hesitation regarding the complexity of mHealth applications, this resistance is gradually diminishing as people recognize their benefits. The government has launched several mHealth initiatives in India, including the Vaccine Tracker app, India Fights Dengue app, Swasth Bharat mobile app, National Health Portal, and E-RaktKosh, all aimed at enhancing healthcare services. The creation of Electronic Health Records (EHRs) for citizens is also being planned to ensure continuity of care and offer various associated benefits. Central to the overall electronic health ecosystem under the Digital India Programme is the delivery of services to citizens through online platforms.

As the demand for E-Health services continues to rise, there is a need for collaboration between the healthcare industry, technology providers, and regulatory authorities to ensure the development of robust frameworks and policies. This will enable the seamless integration of E-Health solutions into the existing healthcare ecosystem, ensuring accessibility, affordability, and quality care for all individuals across India. With a comprehensive and inclusive approach, the potential of E-Health in India is limitless, paving the way for a healthier and digitally empowered nation.

## Key Market Challenges

### Concerns over Data Security

E-Health has been a transformative force in revolutionizing healthcare delivery in India, bringing convenience and accessibility to patients across the country. However, this progress is not without its challenges, as the sector grapples with the growing issue of data security. With digital health platforms accumulating vast amounts of sensitive information, such as personal patient details and health records, they have become enticing targets for cyberattacks. The potential consequences of data breaches are severe, ranging from identity theft to significant privacy violations, instilling fear and apprehension among users.

Compounding the problem is the lack of stringent data protection laws and regulations, exacerbating concerns over data security and further eroding public trust in these platforms. This erosion of trust, coupled with the increasing awareness of data security issues, has resulted in a noticeable decline in the demand for E-Health services in India. Reports indicate that users are becoming increasingly hesitant to share their personal health data due to these security concerns. Given the critical role that E-Health plays in improving healthcare outcomes and accessibility, it is imperative for the industry to address these data security issues promptly and effectively. By implementing robust security measures, fostering transparency, and advocating for stronger data protection laws, the E-Health sector can rebuild user trust and ensure the long-term sustainability of the industry.

### Lack of Proper Infrastructure for eHealth

India, despite its rapid advancements in technology and digitalization, faces significant hurdles in the realm of eHealth. One of the primary challenges is the inadequate infrastructure, which poses a major barrier to the adoption of eHealth solutions. The

majority of India's populace, especially those residing in rural and remote areas, lack reliable access to the internet and digital devices. This limitation hinders their ability to benefit from the potential of eHealth services. The absence of a comprehensive legal and regulatory framework further induces hesitance among both providers and users. The uncertainty surrounding privacy, security, and liability issues discourages the widespread adoption of eHealth solutions. To foster trust and confidence, it is crucial to establish a robust governance structure that addresses these concerns effectively.

Another critical impediment is the lack of widespread digital literacy. Many potential users struggle to navigate eHealth applications and understand their benefits due to limited knowledge and skills in using digital technologies. Bridging this digital divide through targeted educational initiatives and awareness campaigns can empower individuals to make informed decisions regarding their healthcare. Healthcare providers are deterred by the substantial investment required to establish eHealth services. The costs associated with acquiring and maintaining technology, training personnel, and ensuring regulatory compliance can be significant barriers. Encouraging public-private partnerships and providing financial incentives can help mitigate these challenges and promote the adoption of eHealth solutions.

The absence of an interoperable system to facilitate seamless data sharing between different eHealth applications further compounds the challenges. Establishing standards and protocols for data exchange can enhance the efficiency and effectiveness of eHealth services, enabling better coordination and continuity of care. The deficiency of robust infrastructure for eHealth in India considerably diminishes its demand and hinders the realization of its full potential. Addressing these challenges requires concerted efforts, including improving digital infrastructure, implementing a comprehensive legal and regulatory framework, promoting digital literacy, providing financial support, and fostering data interoperability. By overcoming these barriers, India can unlock the transformative power of eHealth and improve healthcare access and outcomes for its population.

## Key Market Trends

### Increasing Adoption of Smartphones

India, a country renowned for its rich cultural diversity and rapidly growing digital literacy, is witnessing a remarkable surge in smartphone adoption. In India, the reduction in mobile handset costs and the expansion of network coverage have led to a surge in mobile subscriptions, reaching over 1 billion, or 86.8% of the population, by

2018. Of these subscribers, 42% reside in rural areas, with nearly half of them owning smartphones. In these regions, the primary factor driving the increase in internet penetration has been the availability of affordable, internet-enabled devices. This exponential increase in smartphone usage is directly propelling the expansion of e-Health services throughout the nation. With smartphones becoming increasingly affordable and data connectivity improving day by day, more and more individuals now have access to a wealth of health-related information and services at their fingertips. This is particularly advantageous for those residing in rural and remote areas where access to conventional healthcare facilities is often limited. In December 2021, CardioSignal, a health application designed for detecting atrial fibrillation, was launched in India on Google Play and the App Store. CardioSignal is a CE-certified Class IIa medical device that enables individuals to monitor their heart health at home using only a smartphone. The app's proprietary technology employs sensitive motion sensors that detect heart movement when placed on the chest for one minute.

The advent of e-Health applications has revolutionized the way healthcare is accessed and delivered. Users can effortlessly schedule appointments, seek remote consultations with doctors, and effortlessly access their medical records, all through the convenience of their smartphones. The proliferation of telemedicine apps has eliminated geographical barriers, enabling individuals to engage in real-time, face-to-face consultations with healthcare professionals, regardless of their physical location. The COVID-19 pandemic has further underscored the paramount importance of e-Health, with a surge in demand for digital platforms to cater to healthcare needs amid lockdowns and stringent social distancing measures. Consequently, the growing adoption of smartphones in India has indisputably fueled the demand for e-Health services, ushering in a transformative era in healthcare accessibility and delivery across the nation.

## Segmental Insights

## Product Insights

Based on the product, telemedicine is currently growing in the e-health market in India. Telemedicine has revolutionized the healthcare industry by leveraging technology to bridge the gap between patients and healthcare providers. It offers convenience and accessibility, especially in remote areas where access to quality healthcare is limited. With telemedicine, patients can now receive timely medical consultations, diagnosis, and even treatment from the comfort of their own homes.

Telemedicine has proved to be a cost-effective solution, reducing healthcare expenses for both patients and providers. It eliminates the need for physical infrastructure, such as hospitals and clinics, and reduces travel costs and waiting times. This not only benefits patients but also helps healthcare systems optimize resources and improve overall efficiency. As the e-health market in India continues to grow, telemedicine is expected to play a pivotal role in shaping the future of healthcare delivery. With advancements in technology and increasing internet penetration, telemedicine services are becoming more accessible and user-friendly. It is empowering patients to take control of their healthcare journey and enabling healthcare professionals to extend their reach beyond geographical boundaries. The dominance of telemedicine in the Indian e-health market is a testament to its effectiveness and the growing acceptance of digital healthcare solutions. It has brought about a paradigm shift in how healthcare is delivered, making quality medical services more accessible, convenient, and efficient for all.

### Services Insights

Based on services, it is anticipated that the monitoring services will dominate the Indian e-health market. With a rapidly expanding population and a high prevalence of chronic diseases, there is an increasing demand for continuous and remote patient monitoring services. This is particularly crucial in ensuring timely intervention and personalized care for patients. With the ongoing digital revolution in the country, the integration of advanced technologies such as IoT and AI into monitoring services can further enhance healthcare accessibility and efficiency, especially in rural areas where access to healthcare facilities is limited. By leveraging these innovative solutions, healthcare providers can remotely monitor patients, collect real-time data, and make data-driven decisions to improve patient outcomes and optimize resource allocation. The growing adoption of monitoring services in India has the potential to revolutionize the healthcare landscape and pave the way for a more connected and patient-centric approach to healthcare delivery.

### Regional Insights

The Southern region of India, renowned for its vibrant culture and rich heritage, has emerged as a frontrunner in the Indian E-Health market. With a deep-rooted commitment to advancements and innovations in healthcare technology, this dynamic region has witnessed a remarkable transformation in recent years. At the heart of this transformation lies Karnataka, Tamil Nadu, and Andhra Pradesh - prominent technological and healthcare hubs that have become the driving force behind the

growth and widespread adoption of E-Health services. These states boast state-of-the-art healthcare infrastructure and thriving IT ecosystems, creating a conducive environment for the extensive utilization of telemedicine, mobile health, and other cutting-edge digital health solutions. The Southern region of India has truly revolutionized the E-Health landscape, positively impacting the lives of millions. With a relentless focus on continuous improvement and staying at the forefront of technological advancements, this region continues to push the boundaries of innovation in healthcare, setting new benchmarks for the industry.

From remote villages to bustling cities, the transformative power of E-Health has reached every corner of the Southern region, bridging the gap between healthcare accessibility and quality. As patients and healthcare providers embrace these advancements, the Southern region stands as a shining example of how technology can revolutionize healthcare delivery, improving outcomes and enhancing the overall well-being of individuals. The Southern region of India will undoubtedly play a pivotal role in shaping the E-Health landscape not just within the country but on a global scale. Its unwavering commitment to excellence and the relentless pursuit of innovation continue to position it as a beacon of hope and progress in the realm of healthcare technology.

### Key Market Players

Practo Technologies Pvt.Ltd

IBM India Pvt. Ltd.

Wipro GE Healthcare Pvt. Ltd.

Tata 1MG Technologies Pvt Ltd

Medilife Diagnostic Pvt. Ltd.

Health Vista India Pvt. Ltd

NovoCura Tech Health Services Pvt. Ltd.

Lybrate India Pvt. Ltd.

Philips India Limited

Cisco Systems Capital (India) Pvt. Ltd.

Report Scope:

In this report, the India E-Health Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India E-Health Market, By Product:

Electronic Health Records

ePrescribing

Clinical Decision Support

Telemedicine

Consumer Health Information

mHealth

Health Management

Information System

India E-Health Market, By Services:

Monitoring

Diagnostic

Healthcare Strengthening

India E-Health Market, By End User:

Hospitals

Home Healthcare

Payers

Pharmacy

India E-Health Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India E-Health Market.

Available Customizations:

India E-Health Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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