

IV Hydration Therapy Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Service (Immune Booster, Energy Booster, Skin Care, Others), By Component (Emergency Healthcare, Routine Healthcare), By End Users (Hospitals & Clinics, Wellness Centers & Spa, Home Healthcare, Others), By Region and Competition

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Abstracts

Global IV Hydration Therapy market is anticipated to witness impressive growth during the forecast period. This can be ascribed to the increasing number of incidences of chronic diseases, growing number of surgeries across the globe, and rising number of intravenous drug approvals. Also, increasing establishments of clinics offering IV therapies to increase the geographical presence of the companies is anticipated to drive the growth of the market during the forecast period. Similarly, rising prevalence of malnutrition, shorter response time, and higher efficacy associated with intravenous solution therapy are the major drivers for the growth of the market over the years. Similarly, growing adoption of nutrition for patients who do not receive any other form of nutrition, will further propel the growth of the market over the years. Additionally, an increasing aging population where patients need to be fed nutritionally necessary products via intravenous routes will further drive the growth of the market during the forecast period. For instance, in July 2022, Sameday Health, a major testing & wellness provider, introduced the Inner Beauty IV drip therapy in the U.S. The service will be provided at Sameday Health clinics in the region where the wellness facilities are offered to help clients' collagen production, strengthen their nails and hair, keep their skin healthy, and provide other benefits.

Increasing Prevalence of Chronic Diseases

The increasing prevalence of chronic diseases is a key driver of the growth of the Global IV Hydration Therapy market. Chronic diseases such as diabetes, cardiovascular diseases, and cancer, can cause dehydration and nutrient deficiencies. IV hydration therapy is often used as a complementary therapy to manage the symptoms and complications of these diseases. Patients with chronic diseases often require frequent hospitalizations or outpatient treatments, which can lead to dehydration due to the illness or the treatments themselves. IV hydration therapy is an effective way to replenish fluids and nutrients quickly and efficiently, reducing the risk of complications and improving patient outcomes. Additionally, IV hydration therapy can help manage the side effects of chemotherapy and radiation therapy in cancer patients. These treatments can cause severe nausea and vomiting, leading to dehydration and malnutrition. IV hydration therapy can help manage these side effects and improve the patient's overall quality of life. As the global population ages and the prevalence of chronic diseases continues to increase, the demand for IV hydration therapy is expected to grow. This growth is not just limited to hospitals and clinics, as IV hydration therapy has become popular in non-medical settings such as spas, gyms, and even private homes.

Rising Popularity of Wellness and Preventative Healthcare

The rising popularity of wellness and preventative healthcare is a significant driver of the growth of the Global IV Hydration Therapy Market. As people become more health-conscious, there is a growing interest in preventative healthcare and maintaining optimal health. IV hydration therapy is becoming a popular way to achieve this goal. IV hydration therapy is an effective way to boost the immune system, replenish fluids and electrolytes, and improve overall health and wellness. It is often used by athletes and fitness enthusiasts to aid in recovery after a workout or competition, as well as to improve performance. In addition, IV hydration therapy is increasingly being used as a way to combat the effects of aging, including fatigue, wrinkles, and other signs of aging. It is also used to combat the effects of stress and burnout, which are common in modern society. IV hydration therapy is also gaining popularity as a way to combat hangovers and jet lag, as it can quickly rehydrate the body and alleviate symptoms. As the demand for preventative healthcare and wellness services continues to grow, the demand for IV hydration therapy is expected to increase as well. This growth is also aided by the growing use in non-medical settings such as spas and fitness centers.

Growing Demand For Minimally Invasive Medical Treatments

The growing demand for minimally invasive medical treatments is a significant driver of the growth of the Global IV Hydration Therapy Market. Minimally invasive medical treatments are those that involve less risk, pain, and recovery time than traditional surgical procedures. IV hydration therapy is a minimally invasive treatment that can provide fast and effective results with minimal discomfort or downtime. IV hydration therapy is a non-invasive treatment that involves administering fluids, electrolytes, and nutrients directly into the bloodstream through a vein. This allows for rapid absorption of these substances, which can quickly replenish fluids and nutrients and address a wide range of health issues. The minimally invasive nature of IV hydration therapy makes it an attractive treatment option for patients who want to avoid surgery or other invasive treatments. It is also a popular choice for patients who have difficulty taking oral medications or supplements due to nausea, vomiting, or other digestive issues. Additionally, IV hydration therapy can be administered in a variety of settings, including hospitals, clinics, and even in-home settings, which makes it a convenient treatment option for patients. As the demand for minimally invasive medical treatments continues to grow, the demand for IV hydration therapy is expected to increase as well. This growth is not limited to medical settings, as IV hydration therapy is also becoming popular in non-medical settings such as spas, gyms, and private homes.

Increasing Adoption of IV Hydration Therapy in Non-Medical Settings

The increasing adoption of IV hydration therapy in non-medical settings is a significant driver in the growth of the Global IV Hydration Therapy market. IV hydration therapy is no longer limited to hospitals and clinics but is becoming a popular treatment option in non-medical settings such as spas, fitness centers, and even private homes. One reason for the increasing adoption of IV hydration therapy in non-medical settings is the growing popularity of wellness and preventative healthcare. Another reason for the increasing adoption of IV hydration therapy in non-medical settings is the convenience factor. Patients can receive IV hydration therapy in a spa or fitness center while they work out or relax, making it a convenient and efficient way to receive treatment. Additionally, the adoption of IV hydration therapy in non-medical settings is being driven by the increasing availability of mobile IV hydration therapy services. These services bring IV hydration therapy directly to patients, whether they are at home or at a remote location, making it even more convenient and accessible. The increasing adoption of IV hydration therapy in non-medical settings is expected to continue to drive the growth of the Global IV Hydration Therapy market. As more people become aware of the benefits of IV hydration therapy and the convenience of receiving treatment in non-medical settings, the demand for these services is expected to increase further.

Use of IV Hydration Therapy as a Treatment For COVID-19

The use of IV hydration therapy as a treatment for COVID-19 is expected to significantly influence the growth of the Global IV Hydration Therapy market. COVID-19 is a respiratory illness caused by the novel coronavirus, and it can cause dehydration and electrolyte imbalances in some patients, particularly in those with severe cases. IV hydration therapy is a potential treatment for COVID-19 because it can help to address dehydration and electrolyte imbalances, further improving overall health and aiding in recovery. It can also be used to deliver medications and supplements that can help to boost the immune system and fight the virus. In addition, IV hydration therapy has been used to treat patients with other respiratory illnesses, such as influenza and pneumonia, and has been shown to improve outcomes in some cases. As the COVID-19 pandemic continues to spread globally, the demand for IV hydration therapy as a potential treatment for the disease is expected to increase. This is likely to lead to increased investment in research and development of IV hydration therapy, specifically for the treatment of COVID-19. Furthermore, the increasing use of IV hydration therapy for COVID-19 treatment is likely to lead to increased adoption of the therapy in medical settings and may even drive the expansion of IV hydration therapy services into non-medical settings.

Growing Aging Population

The growing aging population is expected to significantly influence the growth of the Global IV Hydration Therapy market. As people age, their bodies become less efficient at absorbing nutrients and fluids, leading to dehydration and other health issues. IV hydration therapy is a potential solution for dehydration and nutrient deficiencies that are common in elderly patients. IV hydration therapy can quickly and efficiently deliver fluids, electrolytes, and other essential nutrients directly into the bloodstream, bypassing the digestive system and ensuring rapid absorption. Furthermore, as the elderly population grows, there is an increasing demand for home healthcare services, which can include IV hydration therapy. Many elderly patients prefer to receive healthcare services in the comfort of their own homes, to which mobile IV hydration therapy services can provide this option. In addition, the elderly population is more likely to suffer from chronic illnesses such as cancer, kidney disease, and heart disease, thereby increasing the need for IV hydration therapy as part of their treatment regimen. Overall, the growing aging population is expected to drive the demand for IV hydration therapy as a solution for dehydration and nutrient deficiencies in elderly patients. This demand is likely to lead to increased investment in research and growing development of IV

hydration therapy specifically for all population and the growing expansion of IV hydration therapy services into home healthcare settings.

Recent Development

In 2020, DripDrop ORS is an oral rehydration solution that is designed to provide hydration and electrolytes to people who are dehydrated due to illness, exercise, or other factors. The product is available in a range of flavors and can be purchased online or in select retail stores.

In 2022, Vida-Flo Hydration Station is a franchise-based IV hydration therapy service that provides on-demand IV hydration therapy to customers at various locations across the United States. The service offers a range of IV hydration therapy options, including vitamin-infused IVs and immune-boosting IVs.

In 2020, Nuun Sport Electrolyte Tablets are designed to provide hydration and electrolytes to athletes and active individuals. The tablets dissolve in water and can be consumed before, during, or after exercise to help maintain hydration and electrolyte balance.

In 2020, Reviv Global is a global franchise-based IV hydration therapy service that provides on-demand IV hydration therapy to customers at various locations around the world. The service offers a range of IV hydration therapy options, including vitamin-infused IVs and immune-boosting IVs.

In 2020, Essential Elements Hydration Powder is a powder-based electrolyte supplement that is designed to provide hydration and electrolytes to people who are dehydrated due to illness, exercise, or other factors. The product is available in a range of flavors and can be purchased online or in select retail stores.

Market Segmentation

Global IV Hydration Therapy market can be segmented by Service, Component, End Users, and by Region. Based on Service, the market can be segmented into Immune Booster, Energy Booster, Skin Care, and Others. Based on Component, the market can be divided into Emergency Healthcare and Routine Healthcare. Based on End Users, the market can be segmented into Hospitals & Clinics, Wellness Centers & Spa, Home Healthcare, and Others.

Market Players

Core Iv Therapy, LLC., Cryojuvenate Uk Ltd., B. Braun Melsungen Ag., Pfizer, Inc., Jw Life Science., Amanta Healthcare., Vifor Pharma Management Ltd., Otsuka Pharmaceutical Co., Ltd., Baxter., ICU MEDICAL. are some of the leading players operating in the Global IV Hydration Therapy Market.

Report Scope:

In this report, Global IV Hydration Therapy market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

IV Hydration Therapy Market, By Service:

Immune Booster

Energy Boosters

Skin Care

Others

IV Hydration Therapy Market, By Component:

Emergency Healthcare

Routine Healthcare

IV Hydration Therapy Market, By End Users:

Hospitals & Clinics

Wellness Centers & Spa

Home Healthcare

Others

IV Hydration Therapy Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

United Kingdom

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global IV Hydration Therapy Market.

Available Customizations:

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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