

# **Medication Adherence Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Hardware Centric, Software Centric), By Medication (Cardiovascular, Central Nervous System, Diabetes, Oncology, Gastrointestinal, Musculoskeletal, Others), By Region and Competition**

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## **Abstracts**

Global Medication Adherence Market has valued at USD 2.52 Billion in 2022 and is anticipated to project steady growth in the forecast period with a CAGR of 5.25% through 2028. In the dynamic realm of healthcare, one of the critical challenges faced is ensuring patients adhere to their prescribed medication regimens. The Global Medication Adherence Market has emerged as a key player in addressing this concern, leveraging innovative technologies and strategies to enhance patient compliance. This market is witnessing significant growth as healthcare providers, pharmaceutical companies, and technology developers collaborate to develop solutions that promote adherence and improve overall health outcomes. Medication adherence refers to the extent to which patients take their prescribed medications as recommended by healthcare professionals. Non-adherence can lead to increased healthcare costs, worsened health conditions, and decreased quality of life. Factors contributing to non-adherence include forgetfulness, complexity of medication regimens, side effects, and lack of understanding about the importance of medication.

The integration of technologies such as smart pill bottles, medication reminder apps, and wearable devices has revolutionized the landscape of medication adherence. These innovations not only remind patients to take their medications but also provide valuable data to healthcare providers about patient behavior. The increasing prevalence

of chronic diseases, such as diabetes, cardiovascular diseases, and respiratory disorders, has heightened the need for effective medication adherence solutions. Chronic conditions often require long-term medication management, making adherence crucial for maintaining health and preventing complications. Stakeholders across the healthcare spectrum, including pharmaceutical companies, healthcare providers, and technology firms, are forming strategic partnerships to develop comprehensive adherence solutions. This collaborative approach ensures a holistic and patient-centric approach to addressing adherence challenges. Governments worldwide are recognizing the impact of medication non-adherence on public health and healthcare costs. As a result, various initiatives and policies are being implemented to promote awareness, education, and access to adherence-enhancing technologies.

## Key Market Drivers

### Rising Prevalence of Chronic Diseases is Driving the Global Medication Adherence Market.

In recent years, the global healthcare landscape has witnessed a significant rise in the prevalence of chronic diseases, placing a growing burden on healthcare systems worldwide. As a result, there has been an increased focus on improving patient outcomes and managing chronic conditions effectively. One of the key factors emerging in response to this challenge is the booming global Medication Adherence Market. The market is witnessing substantial growth, driven by the pressing need to enhance patient compliance with prescribed medication regimens. Chronic diseases, such as diabetes, cardiovascular diseases, and respiratory disorders, have become pervasive and are responsible for a substantial portion of global morbidity and mortality. The World Health Organization (WHO) estimates that chronic diseases account for nearly 71% of all deaths globally. Managing these conditions often involves complex medication regimens that demand strict adherence to ensure optimal therapeutic outcomes.

The rising prevalence of chronic diseases has spurred significant technological advancements in the healthcare sector, and this has directly impacted the Medication Adherence Market. Innovations such as smart pill bottles, wearable devices, and mobile applications are empowering patients to stay on track with their medication schedules. These technologies not only serve as reminders but also provide real-time monitoring and feedback to both patients and healthcare providers. Digital health solutions, including mobile apps and wearable devices, have emerged as powerful tools to support medication adherence. These technologies offer features such as medication reminders, educational resources, and connectivity with healthcare providers. Moreover,

they enable the collection of valuable data on patient behaviour, allowing healthcare professionals to intervene promptly if adherence issues arise. The Medication Adherence Market is experiencing robust growth globally, with a surge in demand for innovative solutions. Market research indicates that North America and Europe are currently leading in market share, attributed to the presence of a well-established healthcare infrastructure and early adoption of advanced technologies. However, emerging economies in Asia-Pacific and Latin America are expected to witness accelerated growth due to increasing healthcare awareness and rising disposable incomes.

### Increasing Healthcare Expenditure is Driving the Global Medication Adherence Market

In the dynamic landscape of healthcare, one of the key challenges faced by both patients and healthcare providers is ensuring medication adherence. With the global healthcare expenditure on the rise, the importance of addressing medication adherence has gained significant attention. The nexus between escalating healthcare costs and the imperative to enhance patient outcomes has given impetus to the Global Medication Adherence Market. The increasing healthcare expenditure worldwide has become a focal point for governments, payers, and healthcare organizations. As populations age and the prevalence of chronic diseases rises, the demand for healthcare services and medications has surged. This has led to a substantial increase in healthcare spending, prompting a critical examination of strategies to optimize the utilization of resources and improve patient outcomes.

The rising healthcare expenditure has catalyzed a shift toward value-based care and personalized medicine. In the context of medication adherence, this means tailoring interventions to individual patient characteristics, preferences, and socio-economic factors. Patient education, counseling services, and behavioral interventions are increasingly being integrated into healthcare delivery to foster a comprehensive approach to medication management. Pharmaceutical companies are also leveraging technology and data analytics to develop targeted adherence solutions. Personalized medication plans, coupled with user-friendly devices and apps, contribute to making adherence a more manageable and patient-centric aspect of healthcare.

The global medication adherence market is witnessing robust growth, driven by the increasing recognition of its importance in improving patient outcomes and reducing healthcare costs. Market players are investing in research and development to bring forth innovative solutions that leverage cutting-edge technologies. Additionally, strategic collaborations between healthcare providers, technology companies, and

pharmaceutical manufacturers are fostering a holistic approach to addressing medication adherence challenges.

## Key Market Challenges

### Technological Hurdles

The integration of advanced technologies, such as smart pill dispensers, electronic monitoring systems, and mobile health applications, plays a pivotal role in enhancing medication adherence. However, the implementation of these technologies faces challenges related to interoperability, data security, and standardization. Creating a seamless and standardized digital infrastructure remains a hurdle that the industry must overcome to unlock the full potential of technological solutions.

### Patient Engagement and Education

Lack of patient awareness and engagement poses a significant challenge to medication adherence. Many patients may not fully understand the importance of adhering to their prescribed medication regimens, leading to non-compliance. Healthcare providers and pharmaceutical companies need to invest in comprehensive patient education programs to empower individuals with the knowledge and motivation needed to adhere to their treatment plans.

### Socioeconomic Factors

Socioeconomic disparities, including income levels, education, and access to healthcare, can impact medication adherence rates. Affordability of medications, availability of healthcare resources, and health literacy are crucial factors that influence a patient's ability to adhere to prescribed treatments. Addressing these socioeconomic factors is essential to ensure equitable access to healthcare and improve overall medication adherence.

### Polypharmacy and Complex Regimens

The prevalence of polypharmacy, where patients are prescribed multiple medications simultaneously, can contribute to confusion and non-compliance. Complex medication regimens may lead to dosing errors and missed doses, hindering the effectiveness of treatment. Simplifying treatment plans and fostering communication between healthcare providers and patients are vital steps in overcoming this challenge.

## Cultural and Behavioral Differences

Cultural beliefs, attitudes toward healthcare, and individual behavioral patterns greatly influence medication adherence. Understanding and respecting cultural diversity is essential for tailoring interventions that resonate with diverse populations. Culturally sensitive educational materials and communication strategies can contribute to overcoming this challenge and fostering better adherence.

## Regulatory Compliance

Stringent regulatory requirements and evolving compliance standards in the healthcare industry can pose challenges for medication adherence technology providers. Adhering to these regulations while ensuring innovation and progress requires a delicate balance. Companies operating in this space must invest in staying informed about regulatory changes and adapting their solutions accordingly.

## Key Market Trends

### Technological Advancements

In recent years, the healthcare industry has witnessed a remarkable transformation with the integration of advanced technologies. One of the sectors benefiting significantly from these innovations is medication adherence. The global Medication Adherence Market is experiencing unprecedented growth, fueled by the rising awareness of technological advancements and their potential to address challenges in healthcare supply chains. One of the groundbreaking advancements is the development of smart medication packaging. These packages are equipped with electronic sensors and indicators that provide real-time information about medication usage. Smart packaging helps patients adhere to their prescribed regimens by sending reminders and alerts. The proliferation of smartphones has paved the way for mobile health applications that play a crucial role in medication adherence. These apps offer features such as medication reminders, dosage tracking, and educational resources. Patients can set personalized schedules and receive notifications, ensuring they stay on track with their treatment plans.

The Internet of Things (IoT) has revolutionized healthcare by connecting devices and facilitating data exchange. In the context of medication adherence, IoT-enabled devices, such as smart pill dispensers, can dispense medications at the right time and monitor

patient adherence. These devices often sync with healthcare providers' systems, allowing for seamless data sharing. Wearable devices have become increasingly popular for monitoring various health parameters. In medication adherence, wearable technology plays a vital role in tracking patients' activities and reminding them to take their medications. Smartwatches and fitness trackers are equipped with features that integrate medication reminders into users' daily routines.

## Segmental Insights

### Type Insights

Based on the category of type, software-centric emerged as the dominant player in the global market for Medication Adherence in 2022. Software-centric solutions empower healthcare providers to offer personalized medication management plans. Through patient-specific applications, individuals can receive tailored reminders, educational content, and real-time support, fostering a more individualized approach to adherence. The integration of medication adherence software into the broader connected health ecosystem allows for seamless communication between healthcare providers, patients, and caregivers. This real-time connectivity facilitates timely interventions, adjustments to treatment plans, and better overall coordination of care. Software-centric solutions excel in collecting and analyzing vast amounts of data related to patient adherence patterns. The use of predictive analytics enables healthcare professionals to anticipate challenges, identify at-risk patients, and implement proactive measures to improve adherence before issues arise.

The intuitive and user-friendly interfaces of medication adherence applications make them accessible to a wide range of patients. This inclusivity contributes to higher adoption rates and increased patient engagement, as individuals find it easier to integrate these tools into their daily routines. The prevalence of remote patient monitoring, facilitated by software-centric solutions, has become especially crucial in the context of global events such as the COVID-19 pandemic. Patients can manage their medications from the comfort of their homes, reducing the need for physical visits to healthcare facilities.

### Medication Insights

The Cardiovascular segment is projected to experience rapid growth during the forecast period. Cardiovascular diseases (CVDs) encompass a range of disorders affecting the heart and blood vessels, including coronary artery disease, heart failure, and

hypertension. These conditions collectively contribute to a substantial global disease burden. According to the World Health Organization (WHO), an estimated 17.9 million deaths occur annually due to CVDs, accounting for approximately 31% of all global deaths. Effective management of cardiovascular diseases often involves the use of multiple medications to control risk factors such as high blood pressure, elevated cholesterol levels, and blood clotting. Non-adherence to prescribed medications can lead to worsened symptoms, increased hospitalizations, and a higher risk of cardiovascular events. The medication adherence market has witnessed significant growth in response to the escalating need for better healthcare outcomes and cost-effective management of chronic conditions. Medication adherence technologies and solutions are designed to support patients in adhering to their prescribed medication regimens, ultimately improving treatment efficacy.

## Regional Insights

North America emerged as the dominant player in the global Medication Adherence market in 2022, holding the largest market share in terms of value. North America has been at the forefront of technological innovations in healthcare. The integration of advanced technologies, such as smart pill dispensers, wearable devices, and mobile applications, has significantly contributed to improving medication adherence. These innovations provide patients with real-time reminders, monitoring, and feedback, fostering a more proactive approach to healthcare management. The well-established healthcare infrastructure in North America, comprising state-of-the-art medical facilities and a robust pharmaceutical industry, has played a pivotal role in the region's dominance. The seamless coordination between healthcare providers, pharmacies, and patients has facilitated the implementation of comprehensive medication adherence programs.

## Key Market Players

AdhereTech

Cardinal Health

Everwell

InhandPlus

Johnson & Johnson

Koninklijke Philips N.V.

McKesson Corporation

MedAdvisor International Pty Ltd

Medminder Systems, Inc.

Omnicell, Inc.

Report Scope:

In this report, the Global Medication Adherence Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Medication Adherence Market, By Type:

Hardware Centric

Software Centric

Medication Adherence Market, By Medication:

Cardiovascular

Central Nervous System

Diabetes

Oncology

Gastrointestinal

Musculoskeletal

Others



## Medication Adherence Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

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 Medication Adherence Market.

### Available Customizations:

Global Medication Adherence market report with the given market data, Tech Sci 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).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. GLOBAL MEDICATION ADHERENCE MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Type (Hardware Centric, Software Centric)
  - 4.2.2. By Medication (Cardiovascular, Central Nervous System, Diabetes, Oncology, Gastrointestinal, Musculoskeletal, Others)
  - 4.2.3. By Region
  - 4.2.4. By Company (2022)
- 4.3. Market Map

- 4.3.1. By Type
- 4.3.2. By Medication
- 4.3.3. By Region

## **5. ASIA PACIFIC MEDICATION ADHERENCE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type
  - 5.2.2. By Medication
  - 5.2.3. By Country
- 5.3. Asia Pacific: Country Analysis
  - 5.3.1. China Medication Adherence Market Outlook
    - 5.3.1.1. Market Size & Forecast
      - 5.3.1.1.1. By Value
    - 5.3.1.2. Market Share & Forecast
      - 5.3.1.2.1. By Type
      - 5.3.1.2.2. By Medication
  - 5.3.2. India Medication Adherence Market Outlook
    - 5.3.2.1. Market Size & Forecast
      - 5.3.2.1.1. By Value
    - 5.3.2.2. Market Share & Forecast
      - 5.3.2.2.1. By Type
      - 5.3.2.2.2. By Medication
  - 5.3.3. Australia Medication Adherence Market Outlook
    - 5.3.3.1. Market Size & Forecast
      - 5.3.3.1.1. By Value
    - 5.3.3.2. Market Share & Forecast
      - 5.3.3.2.1. By Type
      - 5.3.3.2.2. By Medication
  - 5.3.4. Japan Medication Adherence Market Outlook
    - 5.3.4.1. Market Size & Forecast
      - 5.3.4.1.1. By Value
    - 5.3.4.2. Market Share & Forecast
      - 5.3.4.2.1. By Type
      - 5.3.4.2.2. By Medication
  - 5.3.5. South Korea Medication Adherence Market Outlook
    - 5.3.5.1. Market Size & Forecast

- 5.3.5.1.1. By Value
- 5.3.5.2. Market Share & Forecast
  - 5.3.5.2.1. By Type
  - 5.3.5.2.2. By Medication

## **6. EUROPE MEDICATION ADHERENCE MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type
  - 6.2.2. By Medication
  - 6.2.3. By Country
- 6.3. Europe: Country Analysis
  - 6.3.1. France Medication Adherence Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Type
      - 6.3.1.2.2. By Medication
  - 6.3.2. Germany Medication Adherence Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Type
      - 6.3.2.2.2. By Medication
  - 6.3.3. Spain Medication Adherence Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Type
      - 6.3.3.2.2. By Medication
  - 6.3.4. Italy Medication Adherence Market Outlook
    - 6.3.4.1. Market Size & Forecast
      - 6.3.4.1.1. By Value
    - 6.3.4.2. Market Share & Forecast
      - 6.3.4.2.1. By Type
      - 6.3.4.2.2. By Medication
  - 6.3.5. United Kingdom Medication Adherence Market Outlook

- 6.3.5.1. Market Size & Forecast
  - 6.3.5.1.1. By Value
- 6.3.5.2. Market Share & Forecast
  - 6.3.5.2.1. By Type
  - 6.3.5.2.2. By Medication

## **7. NORTH AMERICA MEDICATION ADHERENCE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Medication
  - 7.2.3. By Country
- 7.3. North America: Country Analysis
  - 7.3.1. United States Medication Adherence Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Type
      - 7.3.1.2.2. By Medication
  - 7.3.2. Mexico Medication Adherence Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Type
      - 7.3.2.2.2. By Medication
  - 7.3.3. Canada Medication Adherence Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Type
      - 7.3.3.2.2. By Medication

## **8. SOUTH AMERICA MEDICATION ADHERENCE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast

- 8.2.1. By Type
- 8.2.2. By Medication
- 8.2.3. By Country
- 8.3. South America: Country Analysis
  - 8.3.1. Brazil Medication Adherence Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Type
      - 8.3.1.2.2. By Medication
  - 8.3.2. Argentina Medication Adherence Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Type
      - 8.3.2.2.2. By Medication
  - 8.3.3. Colombia Medication Adherence Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Type
      - 8.3.3.2.2. By Medication

## **9. MIDDLE EAST AND AFRICA MEDICATION ADHERENCE MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By Medication
  - 9.2.3. By Country
- 9.3. MEA: Country Analysis
  - 9.3.1. South Africa Medication Adherence Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Type
      - 9.3.1.2.2. By Medication
  - 9.3.2. Saudi Arabia Medication Adherence Market Outlook

- 9.3.2.1. Market Size & Forecast
  - 9.3.2.1.1. By Value
- 9.3.2.2. Market Share & Forecast
  - 9.3.2.2.1. By Type
  - 9.3.2.2.2. By Medication
- 9.3.3. UAE Medication Adherence Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Type
    - 9.3.3.2.2. By Medication
- 9.3.4. Egypt Medication Adherence Market Outlook
  - 9.3.4.1. Market Size & Forecast
    - 9.3.4.1.1. By Value
  - 9.3.4.2. Market Share & Forecast
    - 9.3.4.2.1. By Type
    - 9.3.4.2.2. By Medication

## **10. MARKET DYNAMICS**

- 10.1. Drivers
- 10.2. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

- 11.1. Recent Developments
- 11.2. Product Launches
- 11.3. Mergers & Acquisitions

## **12. GLOBAL MEDICATION ADHERENCE MARKET: SWOT ANALYSIS**

## **13. PORTER'S FIVE FORCES ANALYSIS**

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Product



## **14. COMPETITIVE LANDSCAPE**

### 14.1. AdhereTech

14.1.1. Company Snapshot

14.1.2. Product & Services

14.1.3. Current Capacity Analysis

14.1.4. Financials (In case of listed)

14.1.5. Recent Developments

14.1.6. SWOT Analysis

### 14.2. Cardinal Health

### 14.3. Everwell

### 14.4. InhandPlus

### 14.5. Johnson & Johnson

### 14.6. Koninklijke Philips N.V.

### 14.7. McKesson Corporation

### 14.8. MedAdvisor International Pty Ltd

### 14.9. Medminder Systems, Inc.

### 14.10. Omnicell, Inc.

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

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