

Prediabetes Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Drug Class (Biguanide, Thiazolidinediones, Glucagon-like peptide-1 agonists (GLP-1), SGLT2 inhibitors, DPP-4 inhibitors, Others), By Age Group (Children (12-18 years), Adults (18-49), Elderly (50+)), By Region and Competition, 2020-2030F

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Abstracts

Global Prediabetes Market was valued at USD 324.51 Million in 2024 and is expected to reach USD 608.46 Million in the forecast period with a CAGR of 11.02% through 2030. The Global Prediabetes Market is gaining traction as healthcare systems increasingly prioritize early intervention strategies to manage the growing burden of chronic metabolic conditions. Prediabetes, characterized by elevated blood glucose levels that are not yet high enough for a diabetes diagnosis, is receiving increased attention due to its strong correlation with type 2 diabetes and cardiovascular risks. As awareness around early detection and intervention grows, there is a noticeable rise in screenings and diagnostic assessments, particularly among high-risk populations. This is driving demand for oral antihyperglycemic agents, nutritional supplements, and lifestyle management programs tailored to prediabetic individuals. The integration of preventive healthcare into standard clinical practice, supported by collaborations between public health agencies and private stakeholders, is strengthening the market's foundation.

Growing awareness about the importance of proactive disease management and the availability of innovative tools for blood glucose monitoring and lifestyle tracking are key growth drivers. Wearable health devices, mobile health apps, and continuous glucose monitoring systems are enabling patients and providers to track health metrics in real-

time, leading to more personalized treatment approaches. Technological innovation in predictive diagnostics, including the use of biomarkers and AI-powered risk assessment tools, is also shaping the future of prediabetes care. These advancements are encouraging the development of targeted therapies and digital health platforms that not only support glycemic control but also promote holistic metabolic wellness. Market players are responding by expanding product portfolios and entering strategic partnerships aimed at integrating pharmaceutical, nutritional, and behavioral solutions.

Key Market Drivers

Increasing Prevalence of Lifestyle-Related Risk Factors

The Global Prediabetes Market is experiencing significant growth, primarily driven by the escalating prevalence of lifestyle-related risk factors that contribute to the increasing number of individuals at risk of developing type 2 diabetes. Unhealthy dietary habits, physical inactivity, rising obesity rates, and high stress levels have become widespread, particularly in urban areas where sedentary jobs and the consumption of processed foods are prevalent. These behaviors lead to metabolic imbalances, insulin resistance, and elevated blood glucose levels, making individuals more susceptible to prediabetes. The rapid pace of urbanization and modernization has altered traditional lifestyles, encouraging habits that negatively impact glucose metabolism and weight management. Notably, younger age groups are increasingly being diagnosed with prediabetic conditions due to early exposure to processed foods, sugary beverages, irregular sleep cycles, and limited physical activity.

Recent statistics underscore the severity of these trends. According to the National Diabetes Statistics Report by the Centers for Disease Control and Prevention (CDC), more than one in three American adults have prediabetes. Furthermore, data from the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) reveals that over 42.4% of U.S. adults have obesity, a significant increase over the past few decades. Physical inactivity also remains a critical concern, with only 25% of adults meeting the recommended physical activity guidelines. These factors collectively contribute to the rising incidence of prediabetes, emphasizing the urgent need for effective preventive measures.

Key Market Challenges

Lack of Awareness and Underdiagnosis

One of the most pressing challenges facing the Global Prediabetes Market is the persistent lack of awareness and widespread underdiagnosis, which significantly hampers early intervention and disease management efforts. Prediabetes is often asymptomatic, and many individuals remain unaware of their condition until it progresses to type 2 diabetes or leads to serious complications. This silent progression is a major concern, particularly in low- and middle-income countries where access to routine health checkups and diagnostic services is limited. Even in developed regions, public knowledge about prediabetes and its long-term risks remains inadequate, leading to delayed testing and missed opportunities for preventive care. Many people associate diabetes with advanced stages only, overlooking the critical window for intervention during the prediabetic phase.

Healthcare systems also contribute to the underdiagnosis due to a lack of standardized screening protocols and inconsistent application of risk assessment guidelines among general practitioners. In many clinical settings, blood glucose testing is not routinely performed unless the patient is already displaying obvious symptoms or has known risk factors. This reactive rather than proactive approach to disease identification leads to millions of individuals living with prediabetes without proper management. The absence of public health campaigns on par with those for cardiovascular or infectious diseases means prediabetes does not receive the attention it urgently requires. This gap delays diagnosis and increases the likelihood of long-term complications, raising the burden on healthcare infrastructures. To overcome this challenge, coordinated efforts involving policymakers, healthcare providers, and community outreach programs are essential to raise awareness, promote routine screenings, and ensure early identification of those at risk. Addressing this issue is vital not only to reduce the transition to diabetes but also to unlock the full potential of the growing market for diagnostics, therapeutics, and lifestyle management solutions targeted at prediabetic individuals.

Key Market Trends

Rising Integration of Digital Therapeutics (DTx) and Mobile Health Platforms

The rising integration of digital therapeutics (DTx) and mobile health platforms is significantly transforming the landscape of the Global Prediabetes Market. As healthcare systems shift toward preventive and personalized care, digital tools are emerging as powerful solutions for managing chronic metabolic conditions like prediabetes. Digital therapeutics are evidence-based software applications that deliver structured interventions to modify patient behavior, monitor glycemic trends, and

support lifestyle changes. These platforms enable users to track physical activity, nutrition, sleep, and stress key factors in preventing the progression of prediabetes to type 2 diabetes. Many of these tools integrate seamlessly with wearable devices and continuous glucose monitors, offering real-time feedback and data-driven insights to both users and healthcare professionals. The convenience of remote access to coaching, educational content, and personalized plans has increased user engagement and compliance, especially among tech-savvy younger demographics and urban populations.

As smartphone penetration and internet access expand globally, mobile health platforms are becoming more accessible in both developed and emerging markets. These platforms not only improve patient outcomes but also reduce the burden on traditional healthcare infrastructure by decreasing the need for frequent in-person visits. Regulatory approvals and clinical validation of several digital therapeutics have enhanced trust among healthcare providers and payers, leading to greater adoption. Insurance companies and corporate wellness programs are beginning to reimburse or subsidize DTx tools, recognizing their cost-effectiveness in long-term disease management. As the demand for non-invasive, scalable, and personalized solutions grows, digital therapeutics and mobile platforms are poised to become essential components in early prediabetes intervention. This trend is expected to accelerate innovation, improve health literacy, and empower individuals to take greater control over their metabolic health through proactive engagement and preventive strategies. The integration of artificial intelligence and machine learning into these platforms is further enhancing predictive accuracy and personalized care pathways in prediabetes management.

Key Market Players

Novo Nordisk A/S

Valbiotis

RESVERLOGIX

Caelus Health

Scimar

Boston Pharmaceuticals

APHAIA PHARMA AG

AstraZeneca

Bristol-Myers Squibb Company

Pfizer Inc.

Report Scope:

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

Prediabetes Market, By Drug Class:

Biguanide

Thiazolidinediones

Glucagon-like peptide-1 agonists (GLP-1)

SGLT2 inhibitors

DPP-4 inhibitors

Others

Prediabetes Market, By Age Group:

Children (12-18 years)

Adults (18-49)

Elderly (50+)

Prediabetes 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 Global Prediabetes Market.

Available Customizations:

Global Prediabetes 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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