

# **Real-World Evidence Solutions Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Claims Data, Clinical Settings Data, Patient-Powered Data, Pharmacy Data, Other Components), By Therapeutic Area (Oncology, Immunology, Neurology, Cardiovascular Disease, Other Therapeutic Areas) Region and Competition, 2019-2029F**

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## **Abstracts**

Global Real-World Evidence Solutions Market was valued at USD 2.48 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 8.29% through 2029. The Global Real-World Evidence (RWE) Solutions Market is a dynamic and rapidly growing sector within the broader healthcare and life sciences industry. RWE refers to the data and insights derived from real-world patient experiences and healthcare practices, as opposed to data obtained through controlled clinical trials. This market has gained significant prominence in recent years due to its potential to inform healthcare decisions, enhance drug development, and improve patient outcomes.

Several key factors are driving the expansion of the Global RWE Solutions Market. First and foremost, the increasing emphasis on evidence-based medicine and the need for healthcare stakeholders to make informed decisions are propelling the demand for real-world evidence solutions. RWE helps in evaluating the effectiveness and safety of healthcare interventions, including pharmaceuticals and medical devices, across diverse patient populations. This aids in understanding treatment outcomes, disease progression, and patient outcomes in real-world settings.

Furthermore, the adoption of digital health technologies and electronic health records (EHRs) has provided a wealth of data that can be leveraged for RWE analysis. The integration of big data analytics, machine learning, and artificial intelligence in healthcare has enabled the efficient collection, management, and analysis of real-world data, thus boosting the RWE solutions market. Pharmaceutical companies are among the primary end-users of RWE solutions, using them to support drug development, post-market surveillance, and market access. Payers, healthcare providers, and regulatory agencies also leverage RWE to make informed decisions regarding treatment guidelines, reimbursement policies, and drug approvals. This broad spectrum of applications highlights the market's versatility and growth potential.

## Key Market Drivers

### Emphasis on Evidence-Based Medicine

The emphasis on evidence-based medicine is a driving force behind the remarkable growth of the Global Real-World Evidence (RWE) Solutions Market. In an era where data-driven decision-making is becoming increasingly essential in healthcare, RWE has emerged as a powerful tool for informing medical practices, pharmaceutical development, and healthcare policy. Evidence-based medicine relies on the best available clinical evidence to make informed healthcare decisions, and real-world evidence plays a pivotal role in this process.

Healthcare stakeholders, including clinicians, pharmaceutical companies, regulatory agencies, and payers, are increasingly recognizing the value of real-world evidence in improving the quality and efficiency of healthcare services. Clinical trials, while crucial, often have limitations in representing the real-world patient population accurately. RWE, on the other hand, provides insights into how healthcare interventions and treatments perform in diverse, real-world settings, capturing the broader spectrum of patient demographics and clinical scenarios.

Pharmaceutical research and development, in particular, have benefitted immensely from the emphasis on evidence-based medicine and the use of RWE. It enables pharmaceutical companies to gather data from real patients in real-world healthcare environments, shedding light on the effectiveness and safety of their drugs and therapies. This information, which extends beyond the controlled environment of clinical trials, assists in decision-making at various stages of drug development, from identifying target patient populations to designing more efficient clinical trials and post-market surveillance.

Payers and regulatory agencies also leverage the insights provided by RWE to make informed decisions about reimbursement policies, market access, and drug approvals. By evaluating the real-world cost-effectiveness and clinical impact of healthcare interventions, they can optimize resource allocation and ensure equitable access to the most effective treatments.

## Pharmaceutical Research and Development

Pharmaceutical research and development (RD) stands as a potent catalyst behind the significant growth of the Global Real-World Evidence (RWE) Solutions Market. The pharmaceutical industry has been undergoing a transformation in the way it conducts research, with a growing reliance on real-world evidence to inform and streamline the drug development process. This shift has been instrumental in driving the demand for RWE solutions, as they offer pharmaceutical companies' valuable insights and opportunities for efficiency at various stages of drug development.

One of the primary ways in which RWE enhances pharmaceutical RD is by providing crucial insights into the real-world effectiveness and safety of drugs and therapies. Traditional clinical trials, while essential, are conducted in controlled environments with strict inclusion and exclusion criteria, which may not fully represent the diverse patient populations and clinical scenarios encountered in the real world. RWE bridges this gap by offering a wealth of data collected from real patients in their everyday healthcare settings. Pharmaceutical companies can use this data to identify target patient populations more accurately, design more efficient and cost-effective clinical trials, and even explore new therapeutic indications for existing drugs.

Furthermore, RWE plays a pivotal role in post-market surveillance, which is crucial for monitoring the safety and performance of drugs and medical devices once they are available to the public. Pharmaceutical companies and regulatory agencies, such as the U.S. Food and Drug Administration (FDA), rely on RWE to detect adverse events, assess the long-term effectiveness of products, and make informed decisions regarding product recalls or safety alerts. This rapid and comprehensive surveillance helps maintain the safety and trustworthiness of pharmaceutical products in the market.

RWE also facilitates the process of comparative effectiveness research, enabling pharmaceutical companies to understand how their products fare against competitors in real-world patient populations. This information helps them differentiate their products, identify opportunities for improvement, and navigate market access challenges.

## Payer and Market Access Decision-Making

Payer and market access decision-making have emerged as pivotal drivers behind the rapid growth of the Global Real-World Evidence (RWE) Solutions Market. In an era where healthcare costs are escalating, and the demand for cost-effective, evidence-based treatment options is on the rise, RWE has become an indispensable tool for payers and healthcare decision-makers.

Payers, including health insurance companies, government agencies, and managed care organizations, have a keen interest in evaluating the cost-effectiveness of healthcare interventions. They use RWE to assess the real-world economic and clinical value of drugs, medical devices, and treatment modalities. By analyzing the data collected from diverse patient populations and clinical settings, payers can make more informed decisions about which therapies to include in their formularies, which services to reimburse, and how to optimize resource allocation. This data-driven approach not only helps control healthcare costs but also ensures that patients have access to treatments that offer the best balance of effectiveness and affordability.

Market access decision-making, which pertains to the process of getting new healthcare products and services to the market and ensuring their adoption, also heavily relies on RWE. Pharmaceutical and medical device companies seek to demonstrate the value of their innovations to payers and healthcare systems. RWE allows these companies to generate compelling evidence that showcases the real-world impact and cost-effectiveness of their products. By proving the value of their interventions, they can secure favorable reimbursement policies and market access, which is crucial for market success.

Furthermore, RWE aids in comparative effectiveness research, allowing payers and market access decision-makers to assess the relative performance of competing treatments. This information is valuable in negotiating prices, determining coverage policies, and guiding formulary development.

## Key Market Challenges

### Data Quality and Consistency

Data quality and consistency stand as significant hurdles hindering the growth and effectiveness of the Global Real-World Evidence (RWE) Solutions Market. RWE

solutions rely on real-world data, which is sourced from various healthcare settings, electronic health records (EHRs), claims data, patient registries, and more. However, the integrity, accuracy, and consistency of this data are often compromised, which poses challenges for the reliability of RWE analyses and the ultimate utility of these solutions.

One of the primary issues affecting data quality in the RWE Solutions Market is the diversity of data sources. Healthcare systems across different regions and institutions often employ disparate data management systems and terminologies. This diversity can lead to inconsistencies in data representation, making it challenging to aggregate and analyze data effectively. Standardizing real-world data is a complex undertaking, as it requires aligning the diverse terminologies and practices used across healthcare settings.

Furthermore, the data itself may contain errors or be incomplete. Inaccuracies in patient records, coding errors, and missing data points can skew RWE analyses and lead to erroneous conclusions. Ensuring data quality and consistency is an ongoing challenge that RWE solution providers and healthcare organizations must address.

Another aspect of data quality and consistency concerns data collection practices and patient privacy. Data integrity can be compromised if healthcare providers fail to adhere to proper data collection standards or if patients withhold or provide inaccurate information due to privacy concerns. This can result in biased data and negatively impact the validity of RWE analyses.

## Data Standardization

Data standardization represents a formidable challenge that impedes the progress of the Global Real-World Evidence (RWE) Solutions Market. As RWE solutions rely on a diverse array of data sources, including electronic health records, insurance claims, and patient registries, ensuring that data is standardized and consistent is critical for its effective use in healthcare decision-making. However, this standardization process is rife with challenges that hinder the growth and utility of the RWE Solutions Market.

One of the primary challenges in data standardization is the lack of uniform data terminologies and practices across healthcare settings. Different institutions and regions often use their own data coding systems, medical vocabularies, and data formats, making it difficult to harmonize and aggregate data for meaningful RWE analysis. Standardizing real-world data across such a fragmented landscape is a complex and

ongoing challenge.

Additionally, electronic health records, which are a major source of real-world data, are not consistently structured or documented. The way healthcare providers input patient information into EHRs can vary widely, leading to inconsistent and sometimes incomplete data. Standardizing data entry practices and EHR systems to ensure consistent, high-quality data is a considerable challenge that healthcare organizations face.

## Key Market Trends

### Digital Health Technologies and Electronic Health Records (EHRs)

Digital health technologies and Electronic Health Records (EHRs) are playing a pivotal role in boosting the Global Real-World Evidence (RWE) Solutions Market. The integration of digital health technologies and the widespread adoption of EHRs have ushered in an era of data-driven healthcare decision-making, revolutionizing the collection, management, and analysis of real-world data.

The proliferation of digital health technologies, including wearable devices, telemedicine platforms, and mobile health applications, has created a wealth of patient-generated data. This data, ranging from vital signs and activity levels to patient-reported outcomes, is being seamlessly integrated into EHR systems. These technologies enable continuous monitoring and data collection, offering a real-time stream of information that captures patients' day-to-day health and treatment experiences. This rich source of data enhances the granularity of real-world data, providing a more comprehensive and accurate view of patients' health journeys.

EHRs, on the other hand, serve as centralized repositories of patient health information, including clinical records, treatment histories, medication usage, and diagnostic test results. The structured format of EHR data makes it easier to analyze and incorporate into RWE solutions. EHRs capture longitudinal patient records, providing insights into disease progression, treatment outcomes, and healthcare utilization patterns over time. This longitudinal perspective is invaluable in evaluating the effectiveness and safety of healthcare interventions and understanding the patient's journey.

The integration of digital health technologies with EHRs not only augments the quantity of real-world data but also enhances its quality and completeness. Patient-generated data from digital health tools and wearables can fill gaps in the EHR record, capturing



information about patients' daily lives, adherence to treatment regimens, and symptom fluctuations. The combination of clinical EHR data with patient-generated data paints a more holistic picture of patient health, allowing for more accurate RWE analyses.

Furthermore, the real-time nature of data collection through digital health technologies and EHRs enables healthcare stakeholders to access more up-to-date information. This real-time data analytics has the potential to transform patient care by offering timely interventions and decision support based on the most recent patient information.

### Patient-Centric Healthcare

The concept of patient-centric healthcare is not only transforming the way healthcare is delivered but also playing a pivotal role in boosting the Global Real-World Evidence (RWE) Solutions Market. Patient-centric healthcare places patients at the center of the decision-making process, focusing on their experiences, preferences, and outcomes. This shift in healthcare philosophy has a direct and profound impact on the adoption and expansion of RWE solutions.

Patient-centric healthcare emphasizes the importance of capturing the patient's perspective and real-world experiences. This includes gathering data on patients' reported outcomes, quality of life, treatment preferences, and adherence to therapies. These patient-generated data are integral to RWE analyses, providing a comprehensive view of the patient's journey and their responses to healthcare interventions.

Moreover, the active involvement of patients in their own care, facilitated by digital health technologies and patient engagement tools, results in a continuous stream of patient-generated data. Wearable devices, mobile apps, and telemedicine platforms allow patients to monitor their health and share their experiences in real time. This data-rich environment offers an opportunity for RWE solutions to access a wealth of information directly from patients, further enriching the real-world data used in healthcare decision-making.

In addition to patient-generated data, patient-centric healthcare also drives the demand for RWE solutions that can integrate a broader range of real-world data sources, such as electronic health records, claims data, and social determinants of health. The emphasis on holistic patient care encourages healthcare stakeholders to consider a wide spectrum of factors that affect patients' well-being, from socioeconomic conditions to lifestyle choices.

Patient-centric healthcare also promotes shared decision-making, where patients actively participate in discussions about their treatment options, risks, and benefits. RWE solutions support shared decision-making by providing healthcare professionals and patients with evidence-based insights into the real-world effectiveness and safety of various treatment choices. This approach ensures that treatment plans are not only medically effective but also aligned with the patient's goals and values.

### Segmental Insights

#### Component Insights

Based on the component, claims data emerged as the dominant segment in the global market for global real-world evidence solutions in 2023. Claims data typically cover a wide range of healthcare services and treatments, providing comprehensive information on patient interactions with the healthcare system. This breadth of coverage makes claims data a valuable source for assessing the effectiveness and safety of healthcare interventions across various therapeutic areas. Claims data often provide longitudinal patient records, allowing for the tracking of healthcare utilization, treatments, and outcomes over time. This longitudinal perspective is crucial for understanding disease progression, treatment effectiveness, and long-term patient outcomes.

#### Therapeutic Area Insights

Based on the therapeutic area, oncology emerged as the dominant segment in the global market for global real-world evidence solutions market in 2023. Oncology is a highly complex therapeutic area characterized by diverse cancer types, each with its unique genetic and molecular characteristics. Real-world evidence is crucial in assessing the real-world performance of cancer treatments across this spectrum of diseases, making it a primary area of focus. The field of oncology has seen significant advancements in recent years, with the emergence of targeted therapies, immunotherapies, and precision medicine approaches. Real-world evidence is vital for understanding how these innovative treatments perform in diverse patient populations and across various cancer types. Real-world evidence in oncology goes beyond clinical endpoints and includes patient-reported outcomes and quality-of-life measures. These patient-centric data provide a holistic view of treatment impact and patient experiences, which is crucial for healthcare decision-making.

#### Regional Insights



North America emerged as the dominant player in the global real-world evidence solutions market in 2023, holding the largest market share. The regulatory landscape in North America, particularly in the United States, has been increasingly supportive of the use of real-world evidence in healthcare decision-making. Regulatory agencies like the U.S. Food and Drug Administration (FDA) have recognized the value of real-world data and have taken steps to incorporate it into their decision-making processes, including drug approvals and post-market surveillance. North America is home to a significant pharmaceutical and life sciences industry. These industries are major stakeholders in the Global Real-World Evidence Solutions Market, as they rely on real-world evidence to inform drug development, demonstrate drug efficacy, and support market access. The presence of numerous pharmaceutical companies in North America drives the demand for real-world evidence solutions.

### Key Market Players

Clinigen Group PLC

Icon PLC

IBM Corporation

IQVIA Inc.

Oracle Corporation

Parexel International

PerkinElmer Inc.

Pharmaceutical Product Development (PPD Inc.)

SAS Institute Inc.

Syneos Health Inc.

### Report Scope:

In this report, the Global Real-World Evidence Solutions Market has been segmented into the following categories, in addition to the industry trends which have also been

detailed below:

Real-World Evidence Solutions Market,By Component:

- oClaims Data

- oClinical Settings Data

- oPatient-Powered Data

- oPharmacy Data

- oOther Components

Real-World Evidence Solutions Market,By Therapeutic Area:

- oOncology

- oImmunology

- oNeurology

- oCardiovascular Disease

- oOther Therapeutic Areas

Real-World Evidence Solutions Market, By Region:

- oNorth America

  - United States

  - Canada

  - Mexico

- oEurope

France

United Kingdom

Italy

Germany

Spain

oAsia-Pacific

China

India

Japan

Australia

South Korea

oSouth America

Brazil

Argentina

Colombia

oMiddle East Africa

South Africa

Saudi Arabia

UAE

Egypt

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Real-World Evidence Solutions Market.

### Available Customizations:

Global Real-World Evidence Solutions 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).

## 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, and Trends

### **4.VOICE OF CUSTOMER**

### **5.GLOBAL REAL-WORLD EVIDENCE SOLUTIONS MARKET OUTLOOK**

- 5.1.Market Size Forecast
  - 5.1.1.By Value
- 5.2.Market Share Forecast
  - 5.2.1.By Component (Pain Management, Hormone Replacement, Dermal Disorders, Nutritional Supplements, Other Therapeutic Areas)
  - 5.2.2.By Therapeutic Area (Oncology, Immunology, Neurology, Cardiovascular Disease, Other Therapeutic Areas)

- 5.2.3.By Company (2023)
- 5.2.4.By Region
- 5.3.Market Map

## **6.NORTH AMERICA REAL-WORLD EVIDENCE SOLUTIONS MARKET OUTLOOK**

- 6.1.Market Size Forecast
  - 6.1.1.By Value
- 6.2.Market Share Forecast
  - 6.2.1.By Component
  - 6.2.2.By Therapeutic Area
  - 6.2.3.By Country
- 6.3.North America: Country Analysis
  - 6.3.1.United States Real-World Evidence Solutions 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 Component
      - 6.3.1.2.2.By Therapeutic Area
  - 6.3.2.Mexico Real-World Evidence Solutions 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 Component
      - 6.3.2.2.2.By Therapeutic Area
  - 6.3.3.Canada Real-World Evidence Solutions 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 Component
      - 6.3.3.2.2.By Therapeutic Area

## **7.EUROPE REAL-WORLD EVIDENCE SOLUTIONS MARKET OUTLOOK**

- 7.1.Market Size Forecast
  - 7.1.1.By Value
- 7.2.Market Share Forecast
  - 7.2.1.By Component
  - 7.2.2.By Therapeutic Area



### 7.2.3.By Country

## 7.3.Europe: Country Analysis

### 7.3.1.France Real-World Evidence Solutions 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 Component

##### 7.3.1.2.2.By Therapeutic Area

### 7.3.2.Germany Real-World Evidence Solutions 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 Component

##### 7.3.2.2.2.By Therapeutic Area

### 7.3.3.United Kingdom Real-World Evidence Solutions 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 Component

##### 7.3.3.2.2.By Therapeutic Area

### 7.3.4.Italy Real-World Evidence Solutions Market Outlook

#### 7.3.4.1.Market Size Forecast

##### 7.3.4.1.1.By Value

#### 7.3.4.2.Market Share Forecast

##### 7.3.4.2.1.By Component

##### 7.3.4.2.2.By Therapeutic Area

### 7.3.5.Spain Real-World Evidence Solutions Market Outlook

#### 7.3.5.1.Market Size Forecast

##### 7.3.5.1.1.By Value

#### 7.3.5.2.Market Share Forecast

##### 7.3.5.2.1.By Component

##### 7.3.5.2.2.By Therapeutic Area

## 8.ASIA-PACIFIC REAL-WORLD EVIDENCE SOLUTIONS MARKET OUTLOOK

### 8.1.Market Size Forecast

#### 8.1.1.By Value

### 8.2.Market Share Forecast

#### 8.2.1.By Component

8.2.2.By Therapeutic Area

8.2.3.By Country

8.3.Asia-Pacific: Country Analysis

8.3.1.China Real-World Evidence Solutions 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 Component

8.3.1.2.2.By Therapeutic Area

8.3.2.India Real-World Evidence Solutions 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 Component

8.3.2.2.2.By Therapeutic Area

8.3.3.South Korea Real-World Evidence Solutions 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 Component

8.3.3.2.2.By Therapeutic Area

8.3.4.Japan Real-World Evidence Solutions Market Outlook

8.3.4.1.Market Size Forecast

8.3.4.1.1.By Value

8.3.4.2.Market Share Forecast

8.3.4.2.1.By Component

8.3.4.2.2.By Therapeutic Area

8.3.5.Australia Real-World Evidence Solutions Market Outlook

8.3.5.1.Market Size Forecast

8.3.5.1.1.By Value

8.3.5.2.Market Share Forecast

8.3.5.2.1.By Component

8.3.5.2.2.By Therapeutic Area

## **9.SOUTH AMERICA REAL-WORLD EVIDENCE SOLUTIONS MARKET OUTLOOK**

9.1.Market Size Forecast

9.1.1.By Value

9.2.Market Share Forecast

- 9.2.1.By Component
- 9.2.2.By Therapeutic Area
- 9.2.3.By Country
- 9.3.South America: Country Analysis
  - 9.3.1.Brazil Real-World Evidence Solutions 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 Component
      - 9.3.1.2.2.By Therapeutic Area
  - 9.3.2.Argentina Real-World Evidence Solutions 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 Component
      - 9.3.2.2.2.By Therapeutic Area
  - 9.3.3.Colombia Real-World Evidence Solutions 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 Component
      - 9.3.3.2.2.By Therapeutic Area

## **10.MIDDLE EAST AND AFRICA REAL-WORLD EVIDENCE SOLUTIONS MARKET OUTLOOK**

- 10.1.Market Size Forecast
  - 10.1.1.By Value
- 10.2.Market Share Forecast
  - 10.2.1.By Component
  - 10.2.2.By Therapeutic Area
  - 10.2.3.By Country
- 10.3.MEA: Country Analysis
  - 10.3.1.South Africa Real-World Evidence Solutions Market Outlook
    - 10.3.1.1.Market Size Forecast
      - 10.3.1.1.1.By Value
    - 10.3.1.2.Market Share Forecast
      - 10.3.1.2.1.By Component
      - 10.3.1.2.2.By Therapeutic Area

### 10.3.2.Saudi Arabia Real-World Evidence Solutions Market Outlook

#### 10.3.2.1.Market Size Forecast

##### 10.3.2.1.1.By Value

#### 10.3.2.2.Market Share Forecast

##### 10.3.2.2.1.By Component

##### 10.3.2.2.2.By Therapeutic Area

### 10.3.3.UAE Real-World Evidence Solutions Market Outlook

#### 10.3.3.1.Market Size Forecast

##### 10.3.3.1.1.By Value

#### 10.3.3.2.Market Share Forecast

##### 10.3.3.2.1.By Component

##### 10.3.3.2.2.By Therapeutic Area

### 10.3.4.Egypt Real-World Evidence Solutions Market Outlook

#### 10.3.4.1.Market Size Forecast

##### 10.3.4.1.1.By Value

#### 10.3.4.2.Market Share Forecast

##### 10.3.4.2.1.By Component

##### 10.3.4.2.2.By Therapeutic Area

## 11.MARKET DYNAMICS

### 11.1.Drivers

### 11.2.Challenges

## 12.MARKET TRENDS DEVELOPMENTS

### 12.1.Merger Acquisition (If Any)

### 12.2.Product Launches (If Any)

### 12.3.Recent Developments

## 13.PORTERS 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 Products

## 14.COMPETITIVE LANDSCAPE

#### 14.1.Clinigen Group PLC

14.1.1.Business Overview

14.1.2.Company Snapshot

14.1.3.Products Services

14.1.4.Financials (As Reported)

14.1.5.Recent Developments

14.1.6.Key Personnel Details

14.1.7.SWOT Analysis

#### 14.2.Icon PLC

#### 14.3.IBM Corporation

#### 14.4.IQVIA Inc.

#### 14.5.Oracle Corporation

#### 14.6.Parexel International

#### 14.7.PerkinElmer Inc.

#### 14.8.Pharmaceutical Product Development (PPD Inc.)

#### 14.9.SAS Institute Inc.

#### 14.10.Syneos Health Inc.

### 15.STRATEGIC RECOMMENDATIONS

### 16. ABOUT US DISCLAIMER

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