

# **Saudi Arabia IoT In Healthcare Market By Component (Medical Device, Systems & Software, Services, and Connectivity Technology), By Application (Telemedicine, Connected Imaging, Inpatient Monitoring, Remote Patient Monitoring, Others), By End User (Hospitals & Clinics, Clinical Research Organizations, Government and Defense Institutions, Research and Diagnostic Laboratories), By Region, Competition, Forecast and Opportunities, 2019-2029F**

<https://marketpublishers.com/r/S3D87DA219D9EN.html>

Date: August 2024

Pages: 80

Price: US\$ 3,500.00 (Single User License)

ID: S3D87DA219D9EN

## **Abstracts**

Saudi Arabia IoT In Healthcare Market was valued at USD 387.22 Million in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 8.69% through 2029. The Saudi Arabia IoT in healthcare market is driven by several key factors. Increasing government initiatives and investments in digital health technologies, part of the country's Vision 2030 plan, are enhancing healthcare infrastructure and promoting the adoption of IoT solutions. The rising prevalence of chronic diseases and a growing aging population further fuels demand for connected health devices that enable remote monitoring and personalized care. Technological advancements in IoT, including improved data analytics and real-time monitoring capabilities, are accelerating market growth by enhancing patient outcomes and operational efficiencies. The focus on improving healthcare accessibility and reducing costs through innovative technologies is contributing to the market's expansion. The convergence of these factors is creating a robust environment for IoT solutions in healthcare, positioning Saudi Arabia as a key player in the regional digital health landscape.

## **Key Market Drivers**

## Government Initiatives and Vision 2030

The Saudi Arabian government's strategic emphasis on digital transformation, as outlined in Vision 2030, is a pivotal force driving the growth of the IoT in healthcare market. Vision 2030 represents a comprehensive blueprint for diversifying the economy and enhancing various sectors, with healthcare being a key focus. The plan aims to modernize and elevate the quality of healthcare services through the integration of advanced technologies, including Internet of Things (IoT) solutions. A cornerstone of this initiative is the substantial investment in healthcare infrastructure. The Saudi government has allocated significant resources to build and upgrade hospitals, clinics, and health technology systems, all of which are integral to the deployment of IoT solutions. This infrastructure investment not only supports the physical facilities needed for advanced healthcare but also creates a robust foundation for the integration of digital health technologies.

IoT technologies are at the forefront of this transformation. By embedding sensors, connectivity, and data analytics into healthcare devices and systems, IoT solutions are set to revolutionize patient care, diagnostics, and hospital operations. For example, IoT-enabled wearable devices can continuously monitor patients' vital signs and send real-time data to healthcare providers, enabling early detection of potential health issues. Similarly, smart hospital systems can optimize resource allocation, manage patient flow, and improve operational efficiencies. To further support this transformation, the government has introduced several key initiatives. The Saudi Health Informatics Strategy and the National eHealth Strategy are two pivotal programs designed to drive the adoption of IoT solutions in healthcare. These strategies focus on enhancing digital health capabilities, such as remote patient monitoring, which allows for continuous tracking of patient health outside traditional clinical settings. This capability is crucial for managing chronic diseases and providing personalized care.

## Rising Prevalence of Chronic Diseases

The escalating prevalence of chronic diseases such as diabetes, cardiovascular conditions, and respiratory disorders is profoundly shaping the IoT in healthcare market in Saudi Arabia. Chronic diseases present a significant challenge due to their persistent and often complex nature, requiring continuous management and monitoring to mitigate their impact on patients' lives. IoT technologies, with their advanced capabilities, are ideally suited to address these challenges, driving substantial growth in the market. According to an article, "The prevalence of chronic diseases among

residents in Saudi Arabia: a cross-sectional study”, a cross-sectional study involving over 370 participants was carried out from February 2021 to January 2022. Data was gathered using an online self-administered questionnaire in English. The study identified hypertension, diabetes mellitus, and gastrointestinal disorders as the most commonly reported chronic health issues, which were largely linked to stress and workload associated with residency. The stress and isolation experienced by residents were found to contribute to both health and emotional disturbances. Fewer than half of the participants reported a family history of chronic diseases. The findings underscore the critical need for healthcare providers to address the challenges faced by residents, as these issues have direct effects on their well-being and indirect impacts on patient care.

Diabetes, for instance, requires meticulous monitoring of blood glucose levels to prevent complications and ensure effective management. IoT-enabled devices, such as glucose monitors and continuous glucose monitoring systems, provide real-time data on blood sugar levels, allowing patients and healthcare providers to track trends and make informed adjustments to treatment plans. These devices transmit data to healthcare platforms, enabling timely interventions when glucose levels fall outside of target ranges. This proactive approach helps in managing diabetes more effectively, reducing the risk of severe complications and enhancing patient quality of life. Similarly, cardiovascular conditions, including hypertension and heart disease, benefit significantly from IoT technologies. Wearable devices equipped with sensors can monitor vital signs such as blood pressure, heart rate, and oxygen saturation continuously. This data collection is crucial for detecting irregularities that may indicate worsening conditions or potential emergencies. IoT solutions also facilitate remote monitoring, allowing patients to stay connected with their healthcare providers without frequent hospital visits. This continuous monitoring capability helps in early detection of issues, timely adjustments to treatment, and overall better management of cardiovascular health.

Respiratory disorders, such as chronic obstructive pulmonary disease (COPD) and asthma, also benefit from IoT-based management solutions. Devices like smart inhalers and portable spirometers enable patients to track their respiratory health and medication usage. These IoT devices can provide alerts when medication is due or when symptoms worsen, facilitating timely medical intervention. Data collected from these devices can be analyzed to identify patterns and triggers, allowing for more personalized and effective treatment plans. The increasing burden of these chronic diseases underscores the need for efficient management solutions, which is a primary driver for the adoption of IoT technologies in healthcare. IoT devices offer a range of

benefits that traditional methods cannot match, including continuous data collection, real-time monitoring, and immediate feedback. This constant flow of information allows for a more responsive and personalized approach to patient care. For instance, if a wearable device detects abnormal blood pressure readings, it can alert both the patient and healthcare provider, prompting immediate action and potentially preventing serious health events.

### Advancements in IoT Technology

Technological advancements in IoT are driving significant growth in Saudi Arabia's healthcare market by vastly improving the functionality and efficiency of connected health solutions. Key innovations include enhanced sensors, advanced data analytics, and superior connectivity options, which collectively boost the effectiveness of IoT devices in managing patient health. Modern sensors have become more precise and reliable, offering accurate measurements of vital health metrics such as glucose levels, blood pressure, and heart rate. These improvements ensure that healthcare providers receive consistent and actionable data, crucial for effective diagnosis and treatment. Advanced data analytics play a pivotal role by processing the extensive data collected from IoT devices, enabling predictive analytics that can forecast potential health issues before they escalate. Machine learning algorithms further personalize treatment plans based on individual health data, enhancing intervention precision. The advent of 5G networks has transformed connectivity by enabling faster and more stable data transmission, which supports real-time monitoring and seamless communication between devices and healthcare systems. These technological advancements not only make IoT devices more reliable but also expand their applications, driving the overall growth of the healthcare market in Saudi Arabia.

### Increasing Focus on Preventive Healthcare

The shift from reactive to preventive healthcare is a major driver of the IoT market in Saudi Arabia, reflecting a growing emphasis on early detection and management of health conditions to improve outcomes and reduce overall healthcare costs. This paradigm shift focuses on preventing health issues before they become severe, thereby enhancing patient well-being and alleviating the strain on healthcare systems. IoT technologies are integral to this transformation, as they facilitate continuous health monitoring and data collection, which are essential for effective preventive care. Wearable fitness trackers are a prime example of IoT devices that support preventive healthcare. These devices monitor various health metrics such as physical activity, heart rate, sleep patterns, and calorie expenditure. By providing real-time feedback and

long-term trends, wearable trackers enable individuals to maintain a healthier lifestyle and detect potential health issues early. For instance, consistent monitoring of heart rate and activity levels can help identify abnormal patterns that might indicate cardiovascular problems, prompting users to seek medical advice before conditions worsen. Smart glucose meters are another critical IoT application in preventive healthcare. These devices allow individuals with diabetes to monitor their blood glucose levels regularly and accurately. Continuous glucose monitoring systems provide real-time data on glucose levels, helping patients manage their condition more effectively. The ability to track glucose levels continuously rather than periodically helps in adjusting medication and dietary choices promptly, reducing the risk of complications associated with diabetes.

Home-based diagnostic tools further exemplify how IoT technologies contribute to preventive healthcare. Devices such as smart blood pressure monitors and home ECG (electrocardiogram) machines enable individuals to perform routine health checks at home. These tools transmit data to healthcare providers, allowing for remote monitoring and timely interventions. For example, patients with hypertension can regularly check their blood pressure at home and share the results with their doctors, who can then offer guidance or adjust treatment plans based on real-time data. The focus on preventive measures aligns with broader healthcare goals to improve population health and manage resources more efficiently. Preventive healthcare not only helps in avoiding severe health conditions but also reduces the overall financial burden on healthcare systems by minimizing the need for costly emergency treatments and hospitalizations. IoT solutions play a crucial role in this approach by providing the tools necessary for continuous monitoring and early intervention, which ultimately leads to better health outcomes and cost savings.

## Key Market Challenges

### Data Privacy and Security Concerns

The rapid expansion of IoT in healthcare brings significant challenges related to data privacy and security. In Saudi Arabia, as healthcare providers increasingly adopt IoT devices for monitoring patient health and managing data, safeguarding this sensitive information becomes critical. IoT devices, ranging from wearable fitness trackers to advanced diagnostic tools, collect vast amounts of personal health data that can be targeted by cyberattacks. The integration of these devices with electronic health records (EHRs) and other digital health systems further amplifies the risk of data breaches.

Healthcare data is highly sensitive, and any breach can lead to severe consequences, including identity theft, fraud, and unauthorized access to personal medical information. Ensuring robust cybersecurity measures is essential to protect this data from potential threats. This includes implementing advanced encryption techniques, secure authentication protocols, and regular security audits. Healthcare organizations must comply with local and international data protection regulations, such as the Saudi Data and Artificial Intelligence Authority (SDAIA) guidelines and global standards like GDPR. The complexity of managing data security across multiple interconnected IoT devices and systems adds to the challenge, requiring continuous updates and vigilance to address emerging threats. Educating healthcare professionals and patients about data privacy best practices is crucial. Ensuring that all stakeholders understand the importance of data security and how to handle personal health information responsibly can help mitigate risks. As the IoT healthcare market grows, maintaining stringent security protocols and fostering a culture of privacy awareness will be vital to gaining and retaining public trust.

### Interoperability and Integration Issues

Interoperability and integration pose significant challenges in the Saudi Arabia IoT healthcare market. For IoT technologies to be effective, they must seamlessly integrate with existing healthcare systems and platforms, such as electronic health records (EHRs) and hospital information systems (HIS). However, many IoT devices and systems are developed by different manufacturers, each with its own standards and protocols, leading to compatibility issues. The lack of standardization in IoT devices and health information systems can result in fragmented data and inefficient workflows. For instance, if a wearable fitness tracker's data cannot be easily integrated with a patient's EHR, it limits the ability of healthcare providers to gain a comprehensive view of the patient's health. This fragmentation can hinder the effectiveness of preventive care and personalized treatment plans, as healthcare providers may not have access to all relevant data.

Addressing interoperability issues requires a concerted effort to establish common standards and protocols for data exchange and system integration. Initiatives like the Saudi Health Informatics Strategy aim to create a more cohesive healthcare IT infrastructure by promoting standardization and encouraging collaboration among technology providers. Adopting open standards and interoperable frameworks can facilitate smoother integration of IoT devices with existing systems. Overcoming these challenges is essential for maximizing the benefits of IoT in healthcare and ensuring

that data flows seamlessly between different devices and platforms.

### High Implementation Costs

The cost of implementing IoT technologies in healthcare can be a substantial barrier, particularly for healthcare providers with limited budgets. In Saudi Arabia, the initial investment required for deploying IoT devices, integrating them with existing systems, and maintaining the infrastructure can be significant. This includes the costs of purchasing IoT devices, software licenses, and infrastructure upgrades, as well as ongoing expenses for data management and cybersecurity. The high implementation costs can be a challenge for smaller healthcare facilities or those operating in rural areas with constrained resources. These organizations may struggle to afford the latest IoT technologies, leading to disparities in the quality of care between different regions. The return on investment (ROI) for IoT technologies may not be immediately apparent, making it difficult for decision-makers to justify the expenditure.

### Key Market Trends

#### Growing Demand for Telemedicine

The increasing demand for telemedicine services in Saudi Arabia is having a profound impact on the IoT in healthcare market, transforming how healthcare is delivered and accessed across the country. Telemedicine, which allows patients to consult healthcare providers remotely, addresses significant challenges in a country characterized by a vast geographic area and varied levels of healthcare accessibility. IoT devices play a critical role in this evolving landscape by enabling remote monitoring, virtual consultations, and seamless data sharing between patients and healthcare professionals. In Saudi Arabia, where large distances and regional disparities in healthcare access can limit patients' ability to receive timely medical care, telemedicine offers a valuable solution. Through virtual consultations, patients can connect with healthcare providers without the need for extensive travel, making healthcare more accessible to those living in remote or underserved areas. This is particularly beneficial in a country with diverse geographical terrains and varying levels of healthcare infrastructure. According to a study titled, "Utilization of Telemedicine during COVID-19 in Saudi Arabia: A Multicenter Study", This cross-sectional study evaluates the use and patient satisfaction with telemedicine services across Saudi Arabia. Data were retrospectively collected from March 2020 to July 2020, encompassing 22,620 patients who utilized telemedicine for consultations, medication refills, and home healthcare visits during the COVID-19 pandemic. Patients

experienced a prompt response, with a mean ( $\pm$  SD) waiting time of 2.54 ( $\pm$  6.8) minutes, and a median (IQR) of 0 (0-1) minutes. Home healthcare services were provided within a median (IQR) time of 20.16 (4.64 - 42.28) hours, while medication delivery was achieved in a median (IQR) time of 18.8 (12.15 - 36.1) hours. Phone consultations lasted a median (IQR) of 5 (3-7) minutes. Family medicine consultations were the most frequent, with 6,729 calls (29.7%), whereas infectious disease consultations were the least frequent, at 4 calls (0.1%), with cardiology consultations at 635 calls (2.8%). Of the 13,154 patients who provided feedback, 11,684 (88.82%) expressed satisfaction with the telemedicine services.

IoT devices are fundamental to the functionality of telemedicine services. Remote monitoring tools, such as wearable health trackers and home diagnostic devices, allow for continuous data collection and real-time transmission of health metrics. For example, a patient using a smart blood pressure monitor can share their readings with a healthcare provider remotely, facilitating ongoing management of conditions such as hypertension without needing frequent in-person visits. This continuous monitoring ensures that healthcare professionals can make informed decisions based on up-to-date data, leading to more personalized and effective care.

### Enhancements in Healthcare Data Analytics

Advancements in healthcare data analytics are playing a crucial role in driving the adoption of IoT technologies in Saudi Arabia, significantly transforming how healthcare data is utilized to enhance patient outcomes and operational efficiencies. IoT devices, such as wearable health monitors, smart medical devices, and remote diagnostic tools, generate an immense volume of data that, when harnessed and analyzed effectively, offers profound insights into various aspects of healthcare.

One of the primary benefits of integrating IoT data with advanced analytics platforms is the ability to make informed, data-driven decisions. In a healthcare setting, the data collected by IoT devices—ranging from vital signs and activity levels to detailed medical histories—provides a comprehensive view of a patient's health status. By employing sophisticated analytics tools, healthcare providers can synthesize this data to gain a deeper understanding of patient conditions, treatment responses, and overall health trends. Predictive analytics is a key component of this integration. It involves using historical data and statistical algorithms to forecast future health outcomes. For instance, predictive models can analyze trends in a patient's health metrics to identify potential risks before they manifest as serious conditions. This capability is invaluable for managing chronic diseases such as diabetes or



cardiovascular conditions, where early intervention can significantly alter the trajectory of the disease. By anticipating potential health issues, healthcare providers can implement preventive measures and tailored treatment plans, thereby improving patient care and reducing the likelihood of severe complications.

## Segmental Insights

### Component Insights

Based on the Component, medical devices currently hold a dominant position compared to systems and software, services, and connectivity technology. This dominance is primarily due to the direct impact that medical devices have on patient care and the management of health conditions, which is critical in a country rapidly advancing its healthcare sector through digital transformation. Medical devices, encompassing a broad range of IoT-enabled tools such as wearable health monitors, remote patient monitoring systems, and smart diagnostic equipment, are integral to the IoT ecosystem in healthcare. These devices provide essential functions like continuous monitoring of vital signs, tracking of chronic conditions, and real-time data collection, which are crucial for improving patient outcomes and managing health more effectively.

The primary factor driving the dominance of medical devices in Saudi Arabia's IoT healthcare market is the increasing prevalence of chronic diseases and the growing need for effective disease management solutions. Chronic conditions such as diabetes, cardiovascular diseases, and respiratory disorders require constant monitoring to prevent complications and ensure timely intervention. IoT-enabled medical devices facilitate this by providing real-time health data to healthcare providers, enabling them to make informed decisions and personalize treatment plans. For instance, glucose monitors and blood pressure cuffs that connect to IoT platforms allow patients to manage their conditions more effectively and provide healthcare professionals with valuable data to adjust treatment strategies. The Saudi Arabian government's Vision 2030 initiative has significantly impacted the adoption of medical devices. This initiative emphasizes digital health transformation and the integration of advanced technologies into the healthcare system to enhance service delivery and patient care. As part of this vision, substantial investments are being made in healthcare infrastructure, including the acquisition and deployment of cutting-edge medical devices. The government's focus on improving healthcare outcomes and expanding access to quality care supports the growth of medical devices in the IoT market, as these devices are pivotal in realizing these objectives.

## Application Insights

Based on the Application, remote patient monitoring is currently the dominant segment compared to telemedicine, connected imaging, and inpatient monitoring. This dominance is driven by the increasing need for continuous and proactive health management, particularly in a country where managing chronic diseases and improving healthcare accessibility are significant priorities. Remote patient monitoring (RPM) involves the use of IoT-enabled devices to track patients' health data in real-time from their homes or other non-clinical settings. These devices include wearables, smart scales, blood glucose monitors, and blood pressure cuffs, which transmit data to healthcare providers for continuous analysis. RPM has become particularly crucial in Saudi Arabia due to the high prevalence of chronic conditions such as diabetes, cardiovascular diseases, and hypertension, which require ongoing monitoring to manage effectively.

One of the key drivers of RPM's dominance is the ability to provide timely and accurate health information without requiring patients to visit healthcare facilities frequently. This is particularly advantageous in Saudi Arabia, where the healthcare system is working to address challenges related to accessibility and efficiency. By enabling patients to monitor their health from home, RPM reduces the need for frequent hospital visits, alleviating pressure on healthcare facilities and improving overall patient convenience. This capability is essential in a country with vast geographic distances and a growing urban population that benefits from more accessible and less disruptive healthcare solutions. RPM supports proactive and preventive healthcare by allowing healthcare providers to detect potential health issues before they escalate into more serious conditions. Continuous monitoring of vital signs and health metrics enables early intervention and personalized care, which can lead to better health outcomes and reduced healthcare costs. For instance, patients with diabetes can use glucose monitors to track their blood sugar levels in real-time, enabling timely adjustments to their treatment plans based on the data collected. This proactive approach is in line with Saudi Arabia's healthcare goals, which emphasize improving disease management and reducing the burden on the healthcare system.

## Regional Insights

In the Saudi Arabia IoT in healthcare market, the Western Region is currently the dominant player compared to the Central, Southern, Eastern, and Northern Regions. This dominance is driven by several key factors, including the region's robust

healthcare infrastructure, higher adoption rates of advanced technologies, and strategic investments in digital health solutions. The Western Region, which includes major cities such as Jeddah and Mecca, is a significant hub for healthcare development in Saudi Arabia. Jeddah, being one of the largest and most economically developed cities in the country, has a well-established healthcare system that supports the integration of IoT technologies. The presence of leading hospitals, specialized clinics, and research institutions in the Western Region creates a conducive environment for the adoption and implementation of IoT solutions in healthcare.

One of the primary reasons for the dominance of the Western Region is its advanced healthcare infrastructure. The region is home to several prominent healthcare institutions that are early adopters of cutting-edge technologies, including IoT devices. These institutions are actively investing in IoT solutions to enhance patient care, streamline operations, and improve diagnostic capabilities. For instance, hospitals in Jeddah have been at the forefront of integrating remote patient monitoring systems, connected imaging devices, and telemedicine platforms into their services. This early adoption and integration of IoT technologies have positioned the Western Region as a leader in the IoT healthcare market. The Western Region benefits from substantial investments and initiatives aimed at advancing healthcare technology. The Saudi government's Vision 2030 plan, which emphasizes digital transformation in healthcare, has led to significant funding and development projects in the region. This includes investments in smart healthcare infrastructure, digital health platforms, and IoT-based solutions designed to improve healthcare delivery and patient outcomes. The Western Region's strategic focus on leveraging technology to enhance healthcare services aligns with the broader goals of Vision 2030, driving further growth in the IoT healthcare market.

### Key Market Players

Medtronic Saudi Arabia LLC

IBM Middle East - FZ LLC

Microsoft Arabia

Team Yamama

SolutionDots

## Report Scope:

In this report, the Saudi Arabia IoT In Healthcare Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Saudi Arabia IoT In Healthcare Market, By Component:

Medical Device

Systems & Software

Services

Connectivity Technology

### Saudi Arabia IoT In Healthcare Market, By Application:

Telemedicine

Connected Imaging

Inpatient Monitoring

Remote Patient Monitoring

Others

### Saudi Arabia IoT In Healthcare Market, By End User:

Hospitals & Clinics

Clinical Research Organizations

Government and Defense Institutions

Research

Diagnostic Laboratories

Saudi Arabia IoT In Healthcare Market, By Region:

Western Region

Central Region

Southern Region

Eastern Region

Northern Region

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia IoT In Healthcare Market.

Available Customizations:

Saudi Arabia IoT In Healthcare 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).

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