

**Digital Health Market Size and Forecast (2021 - 2031) ,  
Global and Regional Share, Trend, and Growth  
Opportunity Analysis Report Coverage:By Offerings  
(Services, Software and Hardware), Type (mHealth,  
Telehealthcare, Healthcare Analytics, and Digital  
Health Systems), 1mhealth (Apps and earables), 12  
Telehealthcare (Telehealth and Telecare), Application  
(Chronic Disease Management, Behavioural Health,  
Health and Fitness, and Others), End User (Hospitals  
and Clinics, Patients and Consumers, and Others),  
and Geography (North America, Europe, Asia Pacific,  
Middle East and Africa, South and Central America)**

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## Abstracts

The digital health market size was valued at US\$ 389.18 billion in 2024 and is expected to reach US\$ 1921.38 billion by 2031; it is estimated to record a CAGR of 25.7% from 2025 to 2031.

Traditional patient education methods often rely on verbal explanations or static images, which can be limited in conveying complex medical information. AR/VR, however, allows patients to visualize anatomical structures, treatment procedures, and rehabilitation exercises in a 3D space, making the learning process more intuitive and impactful. This deeper comprehension empowers patients, leading to better treatment plan adherence and improved health outcomes. AR/VR technologies offer significant advantages in rehabilitation by providing customizable, gamified exercises that can be

remotely monitored and adjusted by healthcare providers; this makes rehabilitation more engaging and accessible, especially for patients with mobility constraints or those living in remote areas.

The rise of telemedicine is bolstered by AR/VR-enabled remote consultations, where doctors interact with patients in a virtual space, examine digital models, and provide real-time guidance. It enhances diagnostic accuracy and patient-provider communication beyond the limitations of traditional video calls. As digital health evolves, the demand for more personalized, efficient, and accessible care drives the adoption of these immersive technologies. The scalability of AR/VR solutions, decreasing hardware costs, and advancements in software capabilities position them as a future cornerstone of the digital health market. By improving patient engagement, enabling remote access, and supporting personalized care, AR/VR integration is making healthcare more inclusive and effective worldwide.

Patients and healthcare consumers benefit from digital health through improved access, convenience, and personalized care. With telemedicine, individuals consult with healthcare providers from the comfort of their homes, reducing the need for travel and long wait times. Mobile health apps allow users to monitor vital signs, manage chronic conditions, track medication schedules, and access real-time wellness information. Wearable devices such as smartwatches continuously track heart rate, sleep patterns, and physical activity, encouraging healthier lifestyle choices. Digital tools give patients more control over their health, allowing them to instantly access their medical records, schedule appointments, and communicate with providers. AI-powered chatbots and symptom checkers offer quick guidance and help users determine whether they need professional care. For patients with mobility issues or those in rural areas, digital health bridges the gap in care delivery, fostering informed, proactive, and engaged healthcare participation.

Large populations with significant rural-urban disparities—such as in India, China, Indonesia, and the Philippines—mean people lack easy access to brick-and-mortar clinics. Telemedicine, mobile health apps, and wearable devices fill that access gap, particularly as smartphone adoption is soaring across the region. In developing markets, digital health allows countries to bypass traditional infrastructure by deploying scalable platforms that quickly connect patients, laboratories, pharmacies, and healthcare providers. India's National Digital Health Mission (now the Digital Health Mission) seeks to establish digital identities, electronic medical records, and telemedicine infrastructure. Private Ping An and AliHealth are pioneering AI-based diagnostics and e-pharmacy services in China. In Southeast Asia, regional apps integrate teleconsultation, e-

prescriptions, and pharmacy delivery. Urbanization raises expectations for convenient, time-saving digital services among younger, tech-savvy population segments. Pandemic-period restrictions accelerated adoption, as in-person visits declined, providers and patients turned to online consultations, digital triage, and remote monitoring.

Koninklijke Philips NV, Medtronic Plc, GE HealthCare Technologies Inc, Abbott Laboratories, OMRON Corp, Johnson & Johnson, Siemens Healthineers AG, AT&T Inc., Telefonica SA, and Cisco Systems Inc are among the key digital health market players that are profiled in this market study.

The overall digital health market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the digital health market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the digital health market.

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