

# **MEWA Health Economics & Outcomes Research (HEOR) Services Market Size and Forecast (2020-2030), Regional Share, Trends, and Growth Opportunity Analysis Coverage: By Service (Economic Modelling/Evaluation, Real-World Data Analysis and Information Systems, Clinical Outcome, and Market Access Solutions and Reimbursement), Service Provider (Consultancy and Contract Research Organization), End User (Healthcare Providers, Healthcare Payers, Biotech/Pharma Companies, and Government Organizations), and Region (Middle East & West Africa)**

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## **Abstracts**

The MEWA health economics & outcomes research (HEOR) services market is projected to reach US\$ 57.90 million by 2030 from US\$ 34.47 million in 2022; it is expected to grow at a CAGR of 6.7% from 2022 to 2030. The factors such as growing biotechnology & pharmaceutical companies and drug developments and increasing healthcare spending are expected to drive the MEWA health economics & outcomes research (HEOR) services market growth. Moreover, emergence of precision medicines is also expected to foster the MEWA health economics & outcomes research (HEOR) services market growth during the forecast period. However, the restrictions on access to real-world data (RWD) may hinder the MEWA health economics & outcomes research (HEOR) services market growth.

## Digitalization in Healthcare to Boost the MEWA Health Economics & Outcomes Research (HEOR) Services Market in Future

The healthcare industry has significantly evolved owing to the integration of information technology (IT), artificial intelligence (AI), and digital technology. There have been positive impacts of digitalization in the healthcare industry. Some healthcare digitalization results include electronic medical records, telemedicine, and big data. Several e-health systems involving governments, NGOs, private investors, and software companies need coordination between all their stakeholders, making these systems nonredundant and effective. A synchronized approach by the parties involved would save time and increase productivity.

In the Middle East, the adoption of digital health systems has increased due to technological advancements that have revolutionized how healthcare is delivered—from preventive measures and diagnosis to interventions and self-care management. Digital health technologies were already on the rise before the COVID-19 pandemic, but their development, application, and distribution accelerated during the pandemic. Digital health solutions have become an important tool to ensure continuity of care. Digital health is an attractive proposition for governments because it can improve access to healthcare, quality of care, and workforce productivity. According to an article titled 'Digital Health Revolutionizes Healthcare Delivery in the Middle East,' published in Innovation Origins, the digital health market is estimated to be worth US\$ 10 billion by 2028 in the region. Digital health has helped improve patient care and well-being in the Kingdom of Saudi Arabia (KSA) and the UAE. Thus, digitalization in healthcare has offered growth opportunities for existing players and new market entrants.

Africa faces a growing burden of noncommunicable and infectious diseases due to inadequate and deficient health infrastructure, regional disparities in medical and paramedical resources, and a lack of patient information. eHealth companies are already a reality on the continent, offering diverse services and contributing to better healthcare access and patient well-being. Bayer, Merck, Sanofi, and Pierre Fabre are examples of multinational pharmaceutical companies providing mentoring and financial support to African e-health start-ups. Kenyan start-up KEHEALA has developed a mobile healthcare platform that enables behavioral interventions and disease management for patients. WellNewMe in Nigeria has developed an online platform to assess the health risks of individuals using an algorithmic approach.

Thus, such instances are expected to transform the healthcare industry and help the HEOR service providers guide decision-makers in choosing the best technologies. It

would also help healthcare providers improve health results cost-effectively, thereby boosting market growth.

The MEWA health economics & outcomes research (HEOR) services market is segmented on the basis of service, service provider, end user, and region. Based on service, the MEWA health economics & outcome research (HEOR) services market is segmented into clinical outcome, economic modelling/evaluation, market access solutions and reimbursement, and real-world data analysis and information systems. The clinical outcome segment held the largest market share in 2022. The real-world data analysis and information systems segment is predicted to register the highest CAGR of 7.5% during 2022–2030. The MEWA health economics & outcome research (HEOR) services market, by service provider, is bifurcated into contract research organizations and consultancy. The contract research organizations segment held a larger market share in 2022 and is anticipated to register a higher CAGR during 2022–2030. The MEWA health economics & outcome research (HEOR) services market, by end user, is segmented into biotech/pharma companies, healthcare payers, government organizations, and healthcare providers. The biotech/pharma companies segment held the largest market share in 2022 and is anticipated to register the highest CAGR during 2022–2030.

The International Society For Pharmacoeconomics And Outcomes Research (ISPOR), Institute For Clinical And Economic Review (ICER), Food and Drug Administration (FDA), National Cancer Institute (NCI), Ministry Of Health And Prevention (MoHAP), and National Transformation Program (NTP) are among some of the primary and secondary sources referred to while preparing the report on the MEWA health economics & outcomes research (HEOR) services market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – MARKET LANDSCAPE**

- 4.1 Overview
  - 4.1.1 MEWA PEST Analysis

### **5. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – COUNTRY ANALYSIS**

- 5.1 Key Market Drivers:
  - 5.1.1 Growing Biotechnology & Pharmaceutical Companies and Drug Development
  - 5.1.2 Increasing Healthcare Spending
- 5.2 Market Restraints
  - 5.2.1 Restrictions on Access to Real-World Data (RWD)
- 5.3 Market Opportunities
  - 5.3.1 Emergence of Precision Medicines
- 5.4 Future Trends
  - 5.4.1 Digitalization in Healthcare
- 5.5 Impact Analysis:

### **6. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – COUNTRY ANALYSIS**

6.1 MEWA Health Economics & Outcomes Research (HEOR) Market Revenue Forecast and Analysis

## **7. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – REVENUE AND FORECAST TO 2030 – BY SERVICE**

7.1 Overview

7.2 MEWA Health Economics & Outcomes Research (HEOR) Market Revenue Share, by Service 2022 & 2030 (%)

7.3 Clinical Outcome

7.3.1 Overview

7.3.2 Clinical Outcome: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

7.4 Economic Modelling/Evaluation

7.4.1 Overview

7.4.2 Economic Modelling/Evaluation: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

7.5 Market Access Solutions and Reimbursement

7.5.1 Overview

7.5.2 Market Access Solutions and Reimbursement: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

7.6 Real-World Data Analysis and Information Systems

7.6.1 Overview

7.6.2 Real-World Data Analysis and Information Systems: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

## **8. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – REVENUE AND FORECAST TO 2030 – BY SERVICE PROVIDER**

8.1 Overview

8.2 MEWA Health Economics & Outcomes Research (HEOR) Market Revenue Share, By Service Provider 2022 & 2030 (%)

8.3 Contract Research Organizations

8.3.1 Overview

8.3.2 Contract Research Organizations: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

8.4 Consultancy

8.4.1 Overview

8.4.2 Consultancy: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

## **9. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – REVENUE AND FORECAST TO 2030 – BY END USER**

9.1 Overview

9.2 MEWA Health Economics & Outcomes Research (HEOR) Market Revenue Share, By End User 2022 & 2030 (%)

9.3 Biotech/Pharma Companies

9.3.1 Overview

9.3.2 Biotech/Pharma Companies: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

9.4 Healthcare Payers

9.4.1 Overview

9.4.2 Healthcare Payers: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

9.5 Government Organizations

9.5.1 Overview

9.5.2 Government Organizations: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

9.6 Healthcare Providers

9.6.1 Overview

9.6.2 Healthcare Providers: MEWA Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

## **10. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – REVENUE AND FORECAST TO 2030 – COUNTRY ANALYSIS**

10.1 MEWA: Health Economics & Outcomes Research (HEOR) Market Revenue and Forecast to 2030

10.1.1 Overview

10.1.1.1 MEWA: Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (USD Million)

10.1.2 MEWA: Health Economics & Outcomes Research (HEOR) Market, by Service, 2030 (USD Million)

10.1.3 MEWA: Health Economics & Outcomes Research (HEOR) Market, by Service Provider, 2030 (USD Million)

10.1.4 MEWA: Health Economics & Outcomes Research (HEOR) Market, by End

User, 2030 (USD Million)

10.1.5 MEWA: Health Economics & Outcomes Research (HEOR) Market, by Country, 2022 & 2030 (%)

10.1.5.1 Saudi Arabia

10.1.5.1.1 Overview

10.1.5.1.2 Saudi Arabia: Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

10.1.5.1.3 Saudi Arabia: Health Economics & Outcomes Research (HEOR) Market, by Service, 2020–2030 (US\$ Million)

10.1.5.1.4 Saudi Arabia: Health Economics & Outcomes Research (HEOR) Market, by Service Provider, 2030 (USD Million)

10.1.5.1.5 Saudi Arabia: Health Economics & Outcomes Research (HEOR) Market, by End User, 2020–2030 (US\$ Million)

10.1.5.2 UAE

10.1.5.2.1 Overview

10.1.5.2.2 UAE: Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

10.1.5.2.3 UAE: Health Economics & Outcomes Research (HEOR) Market, by Service, 2020–2030 (US\$ Million)

10.1.5.2.4 UAE: Health Economics & Outcomes Research (HEOR) Market, by Service Provider, 2030 (USD Million)

10.1.5.2.5 UAE: Health Economics & Outcomes Research (HEOR) Market, by End User, 2020–2030 (US\$ Million)

10.1.5.3 Qatar

10.1.5.3.1 Overview

10.1.5.3.2 Qatar: Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

10.1.5.3.3 Qatar: Health Economics & Outcomes Research (HEOR) Market, by Service, 2020–2030 (US\$ Million)

10.1.5.3.4 Qatar: Health Economics & Outcomes Research (HEOR) Market, by Service Provider, 2030 (USD Million)

10.1.5.3.5 Qatar: Health Economics & Outcomes Research (HEOR) Market, by End User, 2020–2030 (US\$ Million)

10.1.5.4 Kuwait

10.1.5.4.1 Overview

10.1.5.4.2 Kuwait: Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

10.1.5.4.3 Kuwait: Health Economics & Outcomes Research (HEOR) Market, by Service, 2020–2030 (US\$ Million)

10.1.5.4.4 Kuwait: Health Economics & Outcomes Research (HEOR) Market, by Service Provider, 2030 (USD Million)

10.1.5.4.5 Kuwait: Health Economics & Outcomes Research (HEOR) Market, by End User, 2020–2030 (US\$ Million)

10.1.5.5 Rest of MEWA

10.1.5.5.1 Overview

10.1.5.5.2 Rest of MEWA: Health Economics & Outcomes Research (HEOR) Market – Revenue and Forecast to 2030 (US\$ Million)

10.1.5.5.3 Rest of MEWA: Health Economics & Outcomes Research (HEOR) Market, by Service, 2020–2030 (US\$ Million)

10.1.5.5.4 Rest of MEWA: Health Economics & Outcomes Research (HEOR) Market, by Service Provider, 2030 (USD Million)

10.1.5.5.5 Rest of MEWA: Health Economics & Outcomes Research (HEOR) Market, by End User, 2020–2030 (US\$ Million)

## **11. MEWA HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) MARKET – INDUSTRY LANDSCAPE**

11.1 Overview

11.1 Organic Developments

11.1.1 Overview

11.2 Inorganic Developments

11.2.1 Overview

## **12. COMPANY PROFILES**

12.1 PharmaLex GmbH

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 ICON Plc

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis



- 12.2.6 Key Developments
- 12.3 IQVIA Holdings Inc
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services
  - 12.3.4 Financial Overview
  - 12.3.5 SWOT Analysis
  - 12.3.6 Key Developments
- 12.4 Syneos Health Inc
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 Optum Inc
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 Value In Research
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments
- 12.7 ExlService Holdings, Inc.
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 Clarivate Plc
  - 12.8.1 Key Facts
  - 12.8.2 Business Description

- 12.8.3 Products and Services
- 12.8.4 Financial Overview
- 12.8.5 SWOT Analysis
- 12.8.6 Key Developments
- 12.9 CCHO
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Products and Services
  - 12.9.4 Financial Overview
  - 12.9.5 SWOT Analysis
  - 12.9.6 Key Developments

## **13. APPENDIX**

- 13.1 About The Insight Partners
- 13.2 Glossary of Terms

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