

Middle East & Africa Connected Health Market Size and Forecast (2021 - 2031)

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Abstracts

The Connected Health Market in the Middle East and Africa is projected to grow significantly, reaching an estimated US\$ 18,175.5 million by 2031, up from US\$ 3,737.7 million in 2024. This growth represents a remarkable compound annual growth rate (CAGR) of 25.5% from 2025 to 2031.

Executive Summary and Market Analysis

The Middle East and Africa region is characterized by a mix of advanced urban centers and underserved rural areas, leading to a growing adoption of digital health technologies aimed at bridging existing healthcare gaps. Connected health solutions, which encompass telemedicine, remote patient monitoring, mobile health applications, and wearable devices, are transforming healthcare delivery by facilitating continuous patient care outside traditional clinical environments. The increasing prevalence of chronic diseases such as diabetes, cardiovascular diseases, and respiratory conditions necessitates ongoing management and monitoring, which connected health tools effectively support. These technologies not only enhance long-term care but also improve health outcomes for patients with chronic conditions.

The rise in smartphone penetration and internet connectivity, even in remote areas, is further enabling broader access to digital health services. Governments in the region are recognizing the potential of connected health to improve healthcare efficiency and are implementing supportive policies and investing in infrastructure to foster innovation. For instance, in 2025, Saudi Arabia hosted the 6th MENA Telemedicine and Virtual Care Expo in Riyadh, organized by the Ministry of Health and Seha Virtual Hospital. This event brought together global experts to discuss topics such as remote chronic disease management, digital mental health, virtual nursing, and the integration of AI and

data protection frameworks within the connected health ecosystem.

Strategic Insights

Market Segmentation Analysis

The Middle East and Africa Connected Health Market can be segmented by product type, application, and end user:

By Product Type: The market is divided into M-Health Devices and M-Health Services, with M-Health Devices holding the largest market share in 2024.

By Application: The market is categorized into Monitoring Applications, Diagnostic and Treatment, Healthcare Management, Wellness and Prevention, and Others, where Monitoring Applications also held the largest share in 2024.

By End User: The market is segmented into Hospitals and Clinics, Home Monitoring, and Others, with Hospitals and Clinics dominating the market in 2024.

Market Outlook

A significant trend influencing the connected healthcare market is the integration of blockchain technology to enhance data security. As healthcare systems become increasingly digitized, the volume of sensitive patient data generated and shared across platforms has surged, raising concerns about data breaches and unauthorized access. Blockchain technology, with its decentralized and immutable ledger system, offers a robust solution to these challenges by providing enhanced transparency, traceability, and security for healthcare data.

One of the key advantages of blockchain in connected healthcare is its ability to create tamper-proof records. Each transaction or data entry in a blockchain is cryptographically secured and linked to the previous record, making it nearly impossible for unauthorized parties to alter or delete information without detection. This feature is crucial for maintaining the integrity of electronic health records (EHRs), ensuring that patient histories remain accurate and trustworthy across multiple care providers. Notable institutions, such as the Mayo Clinic, have begun exploring blockchain to improve data sharing and management, aiming to provide secure, real-time access to medical

information for patients and providers. Similarly, the Centers for Disease Control and Prevention (CDC) has investigated blockchain's potential to secure public health data reporting, ensuring data accuracy during health emergencies.

Moreover, blockchain facilitates secure patient consent management and interoperability between disparate healthcare systems, further driving its adoption. By allowing patients to control access to their data, blockchain aligns with the growing demands for privacy and compliance with regulations such as HIPAA. Thus, the integration of blockchain technology is emerging as a pivotal factor in the growth and evolution of the connected healthcare market, fostering trust and enabling safer, more efficient digital health ecosystems.

Country Insights

The Middle East and Africa Connected Health Market is also analyzed by country, with key segments including Saudi Arabia, South Africa, the United Arab Emirates, and the Rest of Middle East and Africa. In 2024, Saudi Arabia held the largest market share, driven by its commitment to enhancing healthcare delivery through digital innovation. The country has seen increased adoption of telemedicine, remote patient monitoring, and health information systems, supported by strong investments in digital infrastructure, high smartphone penetration, and widespread internet access. The rising demand for improved healthcare access in rural and underserved areas is prompting providers to implement remote care solutions. Regulatory support and public-private partnerships are facilitating innovation and integration across the health ecosystem. The growing health awareness among the population, coupled with the increasing prevalence of chronic conditions, is encouraging the use of digital tools for continuous care. Saudi Arabia's connected health market is poised for sustained growth, bolstered by policy support, technology adoption, and evolving patient expectations. In 2024, the National EHealth Strategy's eHealth Initiative was updated to reinforce digital transformation across healthcare, focusing on a unified electronic health record, secure IT infrastructure, and remote consultations.

Company Profiles

Key players in the Middle East and Africa Connected Health Market include International Business Machines Corp, OMRON Corp, Abbott Laboratories, Boston Scientific Corp, Medtronic Plc, Koninklijke Philips NV, GE HealthCare Technologies Inc, Apple Inc, Fitbit LLC, and Samsung Electronics Co Ltd. These companies are employing various strategies such as expansion, product innovation, and mergers and

acquisitions to deliver innovative products and increase their market share.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. CONNECTED HEALTH MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Medical Device Manufacturers
 - 4.3.2 Software Developers
 - 4.3.3 Government Agencies and Regulatory Bodies
 - 4.3.4 Patients / End Users
 - 4.3.5 List of Vendors in the Value Chain

5. MIDDLE EAST & AFRICA CONNECTED HEALTH MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities

5.4 Future Trends

5.5 Impact of Drivers and Restraints:

6. CONNECTED HEALTH MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

6.1 Middle East & Africa Connected Health Market Revenue (US\$ Million), 2024 - 2031

6.2 Middle East & Africa Connected Health Market Forecast and Analysis

7. MIDDLE EAST & AFRICA CONNECTED HEALTH MARKET REVENUE ANALYSIS - BY PRODUCT TYPE

7.1 M-Health Devices

7.1.1 Overview

7.1.2 M-Health Devices: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 M-Health Services

7.2.1 Overview

7.2.2 M-Health Services: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. MIDDLE EAST & AFRICA CONNECTED HEALTH MARKET REVENUE ANALYSIS - BY APPLICATION

8.1 Monitoring Application

8.1.1 Overview

8.1.2 Monitoring Application: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Diagnostic and Treatment

8.2.1 Overview

8.2.2 Diagnostic and Treatment: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 Healthcare Management

8.3.1 Overview

8.3.2 Healthcare Management: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.4 Wellness and Prevention

8.4.1 Overview

8.4.2 Wellness and Prevention: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.5 Others

8.5.1 Overview

8.5.2 Others: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. MIDDLE EAST & AFRICA CONNECTED HEALTH MARKET REVENUE ANALYSIS - BY END USER

9.1 Hospitals and Clinics

9.1.1 Overview

9.1.2 Hospitals and Clinics: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2 Home Monitoring

9.2.1 Overview

9.2.2 Home Monitoring: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3 Others

9.3.1 Overview

9.3.2 Others: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10. MIDDLE EAST & AFRICA CONNECTED HEALTH MARKET - COUNTRY ANALYSIS

10.1 Middle East & Africa

10.1.1 Middle East & Africa Connected Health Market Revenue and Forecast and Analysis - by Country

10.1.1.1 Middle East & Africa Connected Health Market Revenue and Forecast and Analysis - by Country

10.1.1.2 Saudi Arabia: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.1.1.2.1 Saudi Arabia: Middle East & Africa Connected Health Market Share - by Product Type

10.1.1.2.2 Saudi Arabia: Middle East & Africa Connected Health Market Share - by Application

10.1.1.2.3 Saudi Arabia: Middle East & Africa Connected Health Market Share - by End User

10.2.3.3 South Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.2.3.3.1 South Africa: Middle East & Africa Connected Health Market Share - by Product Type

10.2.3.3.2 South Africa: Middle East & Africa Connected Health Market Share - by Application

10.2.3.3.3 South Africa: Middle East & Africa Connected Health Market Share - by End User

10.3.4.4 United Arab Emirates: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.3.4.4.1 United Arab Emirates: Middle East & Africa Connected Health Market Share - by Product Type

10.3.4.4.2 United Arab Emirates: Middle East & Africa Connected Health Market Share - by Application

10.3.4.4.3 United Arab Emirates: Middle East & Africa Connected Health Market Share - by End User

10.4.5.5 Rest of Middle East & Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.4.5.5.1 Rest of Middle East & Africa: Middle East & Africa Connected Health Market Share - by Product Type

10.4.5.5.2 Rest of Middle East & Africa: Middle East & Africa Connected Health Market Share - by Application

10.4.5.5.3 Rest of Middle East & Africa: Middle East & Africa Connected Health Market Share - by End User

11 COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Market Share Analysis, 2024

12 INDUSTRY LANDSCAPE

12.1 Overview

12.2 New Product Development

12.3 Merger and Acquisition

12.4 Other Strategic Developments

13 COMPANY PROFILES

13.1 International Business Machines Corp

13.1.1 Key Facts

- 13.1.2 Business Description
- 13.1.3 Products and Services
- 13.1.4 Financial Overview
- 13.1.5 SWOT Analysis
- 13.1.6 Key Developments
- 13.2 OMRON Corp
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Abbott Laboratories
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Boston Scientific Corp
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Medtronic Plc
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Koninklijke Philips NV
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis

13.6.6 Key Developments

13.7 GE HealthCare Technologies Inc

13.7.1 Key Facts

13.7.2 Business Description

13.7.3 Products and Services

13.7.4 Financial Overview

13.7.5 SWOT Analysis

13.7.6 Key Developments

13.8 Apple Inc

13.8.1 Key Facts

13.8.2 Business Description

13.8.3 Products and Services

13.8.4 Financial Overview

13.8.5 SWOT Analysis

13.8.6 Key Developments

13.9 Fitbit LLC

13.9.1 Key Facts

13.9.2 Business Description

13.9.3 Products and Services

13.9.4 Financial Overview

13.9.5 SWOT Analysis

13.9.6 Key Developments

13.10 Samsung Electronics Co Ltd

13.10.1 Key Facts

13.10.2 Business Description

13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa Connected Health Market Segmentation

Table 2. List of Vendors

Table 3. Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 5. Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 6. Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 7. Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 8. Saudi Arabia: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 9. Saudi Arabia: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 10. Saudi Arabia: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 11. South Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 12. South Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 13. South Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 14. United Arab Emirates: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 15. United Arab Emirates: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 16. United Arab Emirates: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 17. Rest of Middle East & Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 18. Rest of Middle East & Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 19. Rest of Middle East & Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 20. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. Middle East & Africa Connected Health Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Connected Health Market

Figure 4. Middle East & Africa Connected Health Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Middle East & Africa Connected Health Market Revenue (US\$ Million), 2024 - 2031

Figure 7. Middle East & Africa Connected Health Market Share (%) - by Product Type, 2024 and 2031

Figure 8. M-Health Devices: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. M-Health Services: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Middle East & Africa Connected Health Market Share (%) - by Application, 2024 and 2031

Figure 11. Monitoring Application: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Diagnostic and Treatment: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Healthcare Management: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Wellness and Prevention: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. Others: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Middle East & Africa Connected Health Market Share (%) - by End User, 2024 and 2031

Figure 17. Hospitals and Clinics: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. Home Monitoring: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. Others: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Middle East & Africa Connected Health Market Breakdown by Key Countries,

2024 and 2031 (%)

Figure 21. Saudi Arabia: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. South Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. United Arab Emirates: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 24. Rest of Middle East & Africa: Middle East & Africa Connected Health Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 25. Company Market Share Analysis, 2024

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