

# US Digital Health Market (by Technology & Component): Insights & Forecast with Potential Impact of COVID-19 (2023-2027)

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## Abstracts

The U.S. digital health market is predicted to reach US\$309 billion in 2027, progressing at a CAGR of 28.40%, over the period 2023-2027. The factors such as increasing geriatric population, growing usage of mobile devices, surging prevalence of arthritis, hike in healthcare expenditure, expanding urbanization and mounting penetration of internet users would drive the growth of the market. However, the market growth would be challenged by high capital cost and installations, lack of interoperability and data breach and security concerns. A few notable trends include upsurge in the number of healthcare apps, surging occurrence of chronic diseases, escalating penetration of electronic health record (EHR) systems and increasing importance of wearable devices.

The U.S. digital health market has been segmented on the basis of technology and component. In terms of technology, the U.S. digital health market can be bifurcated into mHealth, digital health systems, health analytics and tele healthcare. Whereas, the market can be split into services, hardware and software, on the basis of component.

The mHealth segment is the fastest growing market, owing to rapid digitalization, mounting occurrence of chronic diseases such as cardiovascular diseases and diabetes in the region, various technological advancements in the healthcare industry coupled with recent advancements in wearable technologies and high internet usage. In addition, the growing number of COVID-19 cases across the region in 2020, escalated the adoption of digital health solutions to maintain social distancing and to improve the communication between patients and healthcare professionals during the pandemic.

Scope of the Report:

The report provides a comprehensive analysis of the U.S. digital health market segmented on the basis of technology and component.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Apple Inc., McKesson Corporation, Alphabet Inc., Cisco Systems, Inc., Cerner Corporation and Allscripts Healthcare Solutions, Inc.) are also presented in detail.

#### Key Target Audience:

Digital Health Service Providers

Digital Health Software & Hardware Manufacturers

Healthcare Institutions & Health-related Companies

Research and Consulting Firms as well as Venture Capitalists

Government Bodies & Regulating Authorities

## Contents

### 1. MARKET OVERVIEW

- 1.1 Introduction
- 1.2 Global Evolution of Digital Health
- 1.3 Classification of Digital Health
- 1.4 Essential Components of Digital Health
- 1.5 Benefits of Digital Health Technologies
- 1.6 Technologies Involved in Digital Healthcare
- 1.7 Digital Health Tools

### 2. IMPACT OF COVID-19

- 2.1 Demand Surge for Digital Health Solutions
- 2.2 Surging Adoption of Telemedicine
- 2.3 Rising Depression Rate

### 3. THE U.S. MARKET ANALYSIS

- 3.1 The U.S. Digital Health Market by Value
- 3.2 The U.S. Digital Health Market Forecast by Value
- 3.3 The U.S. Digital Health Market by Technology
  - 3.3.1 The U.S. mHealth Digital Health Market by Value
  - 3.3.2 The U.S. mHealth Digital Health Market Forecast by Value
  - 3.3.3 The U.S. mHealth Digital Health Market by Services
  - 3.3.4 The U.S. mHealth Digital Health Services Market by Value
  - 3.3.5 The U.S. mHealth Digital Health Services Market Forecast by Value
  - 3.3.6 The U.S. Digital Health Systems Market by Value
  - 3.3.7 The U.S. Digital Health Systems Market Forecast by Value
  - 3.3.8 The U.S. Health Analytics Market by Value
  - 3.3.9 The U.S. Health Analytics Market Forecast by Value
  - 3.3.10 The U.S. Tele Healthcare Market by Value
  - 3.3.11 The U.S. Tele Healthcare Market Forecast by Value
- 3.4 The U.S. Digital Health Market by Component
  - 3.4.1 The U.S. Digital Health Services Market by Value
  - 3.4.2 The U.S. Digital Health Services Market Forecast by Value
  - 3.4.3 The U.S. Digital Health Hardware Market by Value
  - 3.4.4 The U.S. Digital Health Hardware Market Forecast by Value

3.4.5 The U.S. Digital Health Software Market by Value

3.4.6 The U.S. Digital Health Software Market Forecast by Value

## **4. MARKET DYNAMICS**

### 4.1 Growth Drivers

4.1.1 Increasing Geriatric Population

4.1.2 Growing Usage of Mobile Devices

4.1.3 Surging Prevalence of Arthritis

4.1.4 Hike in Healthcare Expenditure

4.1.5 Expanding Urbanization

4.1.6 Surging Occurrence of Chronic Diseases

4.1.7 Mounting Penetration of Internet Users

### 4.2 Key Trends & Developments

4.2.1 Upsurge in the Number of Healthcare Apps

4.2.2 Escalating Penetration of Electronic Health Record (EHR) Systems

4.2.3 Increasing Importance of Wearable Devices

4.2.4 Rising Integration with Artificial Intelligence

4.2.5 Surging Adoption of SaaS Applications

4.2.6 Supportive Government Initiatives

### 4.3 Challenges

4.3.1 High Capital Cost and Installations

4.3.2 Lack of Interoperability

4.3.3 Data Breach and Security Concerns

## **5. COMPANY PROFILES**

### 5.1 Apple Inc.

5.1.1 Business Overview

### 5.2 McKesson Corporation

5.2.1 Business Overview

### 5.3 Alphabet Inc.

5.3.1 Business Overview

### 5.4 Cisco Systems, Inc.

5.4.1 Business Overview

### 5.5 Cerner Corporation

5.5.1 Business Overview

### 5.6 Allscripts Healthcare Solutions, Inc.

5.6.1 Business Overview



## List Of Figures

### LIST OF FIGURES

Global Evolution of Digital Health

Classification of Digital Health

Essential Components of Digital Health

Benefits of Digital Health Technologies

Technologies Involved in Digital Healthcare

Digital Health Tools

Number of new cases of COVID-19 in the U.S. (March 2020-January 2021)

Adoption Rate of Telemedicine in the U.S. (December 2019-May 2020)

Rate of the U.S. Population Suffering from Depression (2019-2020)

The U.S. Digital Health Market by Value (2018-2022)

The U.S. Digital Health Market Forecast by Value (2023-2027)

The U.S. Digital Health Market by Technology (2022)

The U.S. mHealth Digital Health Market by Value (2018-2022)

The U.S. mHealth Digital Health Market Forecast by Value (2023-2027)

The U.S. mHealth Digital Health Market by Services (2022)

The U.S. mHealth Digital Health Services Market by Value (2018-2022)

The U.S. mHealth Digital Health Services Market Forecast by Value (2023-2027)

The U.S. Digital Health Systems Market by Value (2018-2022)

The U.S. Digital Health Systems Market Forecast by Value (2023-2027)

The U.S. Health Analytics Market by Value (2018-2022)

The U.S. Health Analytics Market Forecast by Value (2023-2027)

The U.S. Tele Healthcare Market by Value (2018-2022)

The U.S. Tele Healthcare Market Forecast by Value (2023-2027)

The U.S. Digital Health Market by Component (2022)

The U.S. Digital Health Services Market by Value (2018-2022)

The U.S. Digital Health Services Market Forecast by Value (2023-2027)

The U.S. Digital Health Hardware Market by Value (2018-2022)

The U.S. Digital Health Hardware Market Forecast by Value (2023-2027)

The U.S. Digital Health Software Market by Value (2018-2022)

The U.S. Digital Health Software Market Forecast by Value (2023-2027)

The U.S. Population 65 Years and Older (2015-2060)

Smartphone & Tablet Users in the U.S. (2017-2022)

Diagnosed and Future Projections of Arthritis in the U.S. (2010-2040)

The U.S. National Healthcare Expenditure (2016-2024)

Urban Population of the U.S. (2017-2022)

Number of People with Chronic Conditions in the U.S. (2010-2030)

Number of Internet Users in the U.S. (2017-2022)

Mobile Health Apps Market Forecast in the U.S. (2018-2025)

Penetration Forecast of Electronic Health Record (EHR) Systems in the U.S.  
(2018-2024)

Number of Wearable Device Users in the U.S. (2017-2022)

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