

# **Digital Health Market Size, Trends, Analysis, and Outlook By Offering (Software, Services, Application, Hardware), By Technology (mHealth, mHealth Devices, mHealth Apps, Telehealth, Telecare, Digital Therapeutics, Preventive Therapeutics, Treatment Therapeutics, Healthcare, Management Systems, EHR, Healthcare Analytics, E-prescribing), By Application (Chronic Disease Management, Behavioural Health, Health & Fitness, Others), By End User (Provider, Hospitals & Clinics, Long term care facilities & Assisted Living, Payers, Public, Private, Patients & Consumers), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Digital Health market size is poised to register 23.71% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Digital Health market across By Offering (Software, Services, Application, Hardware), By Technology (mHealth, mHealth Devices, mHealth Apps, Telehealth, Telecare, Digital Therapeutics, Preventive Therapeutics, Treatment Therapeutics, Healthcare, Management Systems, EHR, Healthcare Analytics, E-prescribing), By Application (Chronic Disease Management, Behavioural Health, Health & Fitness, Others), By End User (Provider, Hospitals & Clinics, Long term care facilities & Assisted Living, Payers, Public, Private, Patients & Consumers).

The digital health market is experiencing exponential growth driven by the increasing adoption of digital technologies, rising healthcare costs, and the growing emphasis on patient-centric care models in 2024 and beyond. Digital health encompasses a wide range of technologies and solutions, including telemedicine, wearable devices, mobile health apps, remote patient monitoring, and health informatics, aimed at improving healthcare delivery, enhancing patient engagement, and optimizing clinical outcomes. Market expansion is fueled by the proliferation of smartphones, tablets, and connected devices, as well as the benefits of digital health tools in overcoming barriers to access, reducing healthcare disparities, and empowering individuals to take control of their health. Moreover, the integration of artificial intelligence, machine learning, and big data analytics is driving innovation in disease diagnosis, treatment optimization, and predictive healthcare. Additionally, the COVID-19 pandemic has accelerated the adoption of telehealth and virtual care solutions, leading to a paradigm shift in healthcare delivery and patient expectations. Furthermore, regulatory initiatives, reimbursement policies, and industry collaborations to establish interoperability standards, ensure data security, and promote digital health literacy are shaping the future landscape of the digital health market.

### Digital Health Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Digital Health market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Digital Health survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Digital Health industry.

### Key market trends defining the global Digital Health demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Digital Health Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Digital Health industry comprises a wide range of segments and sub-segments.

The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Digital Health companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Digital Health industry

Leading Digital Health companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Digital Health companies.

Digital Health Market Study- Strategic Analysis Review

The Digital Health market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Digital Health Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Digital Health industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the

report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Digital Health Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Digital Health Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Digital Health market segments. Similarly, Strong end-user demand is encouraging Canadian Digital Health companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Digital Health market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Digital Health Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Digital Health industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Digital Health market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Digital Health Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Digital Health in Asia Pacific. In particular, China, India, and South East Asian Digital Health markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Digital Health Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Digital Health Market Size Outlook-** continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Digital Health market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Digital Health.

**Digital Health Market Company Profiles**

The global Digital Health market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are AirStrip Technologies, Apple Inc., AT&T, Cisco Systems, Inc., Computer Programs and Systems, Inc., Epic Systems Corporation, Google, Inc., Hims & Hers Health, Inc., IBM Corporation, McKesson Corporation, Oracle, Oracle Cerner, Qualcomm Technologies, Inc., QSI Management, LLC, Samsung Electronics Co., Ltd., SoftServe, Telefonica S.A., Veradigm, Vodafone

Group, Vocera Communications, , ,

## Recent Digital Health Market Developments

The global Digital Health market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Digital Health Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Offering

## Software

- Subscription Based

- Annual Licensing

## Services

- Subscription Based

- Pay-Per-Service (Value-based)

## Application (Apps)

- Subscription based

- One-time Purchase

- Value-Based

## Hardware

### By Technology

#### mHealth

#### mHealth Devices

- Vital Signs Monitors

- Peakflow Meters

- Fetal Monitors

- Sleep Apnea Monitors

- Neurological Monitors

- Others

mHealth Apps

Telehealth

Telecare

-Activity Monitoring

-Remote Medication Management

Telehealth

-LTC Monitoring

-Video Consultation

Digital Therapeutics

Preventive Therapeutics

Treatment Therapeutics

Healthcare Management Systems

EHR

Healthcare Analytics

E-prescribing

By Application

Chronic Disease Management

Behavioural Health

Health & Fitness



Others

By End User

Provider

Hospitals & Clinics

Long term care facilities & Assisted Living

Payers

Public

Private

Patients & Consumers

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AirStrip Technologies

Apple Inc.

AT&T

Cisco Systems, Inc.

Computer Programs and Systems, Inc.

Epic Systems Corporation

Google, Inc.

Hims & Hers Health, Inc.

IBM Corporation

McKesson Corporation

Orange

Oracle Cerner

Qualcomm Technologies, Inc.

QSI Management, LLC

Samsung Electronics Co., Ltd.

SoftServe

Telefonica S.A.

Veradigm

Vodafone Group

Vocera Communications

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## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Digital Health Market Overview and Key Findings, 2024
- 1.2 Digital Health Market Size and Growth Outlook, 2021- 2030
- 1.3 Digital Health Market Growth Opportunities to 2030
- 1.4 Key Digital Health Market Trends and Challenges
  - 1.4.1 Digital Health Market Drivers and Trends
  - 1.4.2 Digital Health Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Digital Health Companies

### 2. DIGITAL HEALTH MARKET SIZE OUTLOOK TO 2030

- 2.1 Digital Health Market Size Outlook, USD Million, 2021- 2030
- 2.2 Digital Health Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. DIGITAL HEALTH MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. DIGITAL HEALTH MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Offering
    - Software
      - Subscription Based
      - Annual Licensing

## Services

- Subscription Based
- Pay-Per-Service (Value-based)

## Application (Apps)

- Subscription based
- One-time Purchase
- Value-Based

## Hardware

## By Technology

### mHealth

#### mHealth Devices

- Vital Signs Monitors
- Peakflow Meters
- Fetal Monitors
- Sleep Apnea Monitors
- Neurological Monitors
- Others

#### mHealth Apps

#### Telehealth

#### Telecare

- Activity Monitoring
- Remote Medication Management

#### Telehealth

- LTC Monitoring
- Video Consultation

#### Digital Therapeutics

#### Preventive Therapeutics

#### Treatment Therapeutics

#### Healthcare Management Systems

#### EHR

#### Healthcare Analytics

#### E-prescribing

#### By Application

#### Chronic Disease Management

#### Behavioural Health

#### Health & Fitness

#### Others

#### By End User

#### Provider

Hospitals & Clinics

Long term care facilities & Assisted Living

Payers

Public

Private

Patients & Consumers

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Digital Health Market, 2025

5.2 Asia Pacific Digital Health Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Digital Health Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Digital Health Market, 2025

5.5 Europe Digital Health Market Size Outlook by Type, 2021- 2030

5.6 Europe Digital Health Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Digital Health Market, 2025

5.8 North America Digital Health Market Size Outlook by Type, 2021- 2030

5.9 North America Digital Health Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Digital Health Market, 2025

5.11 South America Pacific Digital Health Market Size Outlook by Type, 2021- 2030

5.12 South America Digital Health Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Digital Health Market, 2025

5.14 Middle East Africa Digital Health Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Digital Health Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Digital Health Market Size Outlook and Revenue Growth Forecasts

6.2 US Digital Health Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Digital Health Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Digital Health Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Digital Health Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Digital Health Industry Drivers and Opportunities

- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Digital Health Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Digital Health Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Digital Health Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Digital Health Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Digital Health Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Digital Health Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Digital Health Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Digital Health Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Digital Health Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Digital Health Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Digital Health Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Digital Health Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Digital Health Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Digital Health Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Digital Health Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Digital Health Industry Drivers and Opportunities

## **7. DIGITAL HEALTH MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. DIGITAL HEALTH COMPANY PROFILES**

8.1 Profiles of Leading Digital Health Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

AirStrip Technologies

Apple Inc.

AT&T

Cisco Systems, Inc.

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Epic Systems Corporation

Google, Inc.

Hims & Hers Health, Inc.

IBM Corporation

McKesson Corporation

Orange

Oracle Cerner

Qualcomm Technologies, Inc.

QSI Management, LLC

Samsung Electronics Co., Ltd.

SoftServe

Telefonica S.A.

Veradigm

Vodafone Group

Vocera Communications

## **9. APPENDIX**

9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

## I would like to order

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