

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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 - 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

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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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