

# **Digital Therapeutics Market Size, Trends, Analysis, and Outlook By Offering (Programs, Software/Platforms, Virtual Reality/Games), By Revenue Modal (Subscription, One time Purchase/Licensing, Outcome/Value based), By Sales Channel (B2C, B2B), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/D2C6B9248119EN.html>

Date: April 2024

Pages: 205

Price: US\$ 3,980.00 (Single User License)

ID: D2C6B9248119EN

## **Abstracts**

The global Digital Therapeutics market size is poised to register 23.4% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Digital Therapeutics market across By Offering (Programs, Software/Platforms, Virtual Reality/Games), By Revenue Modal (Subscription, One time Purchase/Licensing, Outcome/Value based), By Sales Channel (B2C, B2B)

The digital therapeutics market is characterized by the increasing convergence of digital health technologies and evidence-based interventions, advancements in mobile apps and software platforms, and the growing acceptance of digital interventions as standalone or adjunctive therapies in disease management and prevention. By 2030, the market is poised to witness steady growth, driven by innovations in digital cognitive behavioral therapy (CBT), digital mindfulness programs, and digital chronic disease management platforms. Further, expanding applications in mental health, chronic disease management, and lifestyle modification are expected to drive market expansion, enabling patients, providers, and payers to access effective and scalable digital therapeutics that offer personalized interventions, real-time monitoring, and behavior change support for improved health outcomes and cost-effective healthcare delivery in clinical and community settings.

## Digital Therapeutics 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 Therapeutics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Digital Therapeutics 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 Therapeutics industry.

## Key market trends defining the global Digital Therapeutics 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 Therapeutics Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Digital Therapeutics 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 Therapeutics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Digital Therapeutics industry

Leading Digital Therapeutics 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 Therapeutics companies.

## Digital Therapeutics Market Study- Strategic Analysis Review

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

The Digital Therapeutics 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

## Digital Therapeutics Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

## North America Digital Therapeutics 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 healthcare infrastructure. Leading companies focus on new product launches in the changing

environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Digital Therapeutics market segments. Similarly, Strong market demand is encouraging Canadian Digital Therapeutics companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Digital Therapeutics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Digital Therapeutics 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 Therapeutics 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 vendors in identifying and leveraging new growth prospects positions the European Digital Therapeutics 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 Therapeutics 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 Therapeutics in Asia Pacific. In particular, China, India, and South East Asian Digital Therapeutics markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

Latin America Digital Therapeutics 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 Therapeutics 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 Therapeutics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Digital Therapeutics.

Digital Therapeutics Market Company Profiles

The global Digital Therapeutics 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 2Morrow Inc, Akili Interactive Labs Inc, Amalgam Rx Inc, Ayogo Health Inc, Better Therapeutics Inc, Biofourmis Inc, Canary Health Inc, Click Therapeutics Inc, CogniFit Inc, Cognoa Inc, Freespira Inc, Headspace Health Inc, Hinge Health Inc, Kaia Health Software GmbH, Mindable Health GmbH, Noom Inc, Omada Health Inc, Propeller Health, Realized Care Inc, Teladoc Health Inc, Twill Health Inc, Virta Health corp, WellDoc Inc, Wellthy Therapeutics Pvt. Ltd.

Recent Digital Therapeutics Market Developments

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

Digital Therapeutics Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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

Programs

Software/Platforms

Virtual Reality/Games

By Revenue Modal

Subscription

One time Purchase/Licensing

Outcome/Value based

By Sales Channel

## B2C

-Patients

-Caregivers

## B2B

-Providers

-Payers

-Employers

-Pharmaceutical Companies

-Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

2Morrow Inc

Akili Interactive Labs Inc

Amalgam Rx Inc

Ayogo Health Inc

Better Therapeutics Inc

Biofourmis Inc

Canary Health Inc

Click Therapeutics Inc

CogniFit Inc

Cognoa Inc

Freespira Inc

Headspace Health Inc

Hinge Health Inc

Kaia Health Software GmbH

Mindable Health GmbH

Noom Inc

Omada Health Inc

Propeller Health

Realized Care Inc

Teladoc Health Inc

Twill Health Inc

Virta Health corp



WellDoc Inc

Wellthy Therapeutics Pvt. Ltd

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

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

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

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

### 3. DIGITAL THERAPEUTICS 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 THERAPEUTICS 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
    - Programs
    - Software/Platforms

Virtual Reality/Games

By Revenue Modal

Subscription

One time Purchase/Licensing

Outcome/Value based

By Sales Channel

B2C

-Patients

-Caregivers

B2B

-Providers

-Payers

-Employers

-Pharmaceutical Companies

-Others

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 Therapeutics Market, 2025

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

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

5.4 Key Findings for Europe Digital Therapeutics Market, 2025

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

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

5.7 Key Findings for North America Digital Therapeutics Market, 2025

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

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

5.10 Key Findings for South America Digital Therapeutics Market, 2025

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

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

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

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

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

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

- 6.1 US Digital Therapeutics Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Digital Therapeutics Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Digital Therapeutics Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Digital Therapeutics Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Digital Therapeutics Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Digital Therapeutics Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Digital Therapeutics Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Digital Therapeutics Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Digital Therapeutics Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Digital Therapeutics Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Digital Therapeutics Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Digital Therapeutics Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Digital Therapeutics Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Digital Therapeutics Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Digital Therapeutics Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Digital Therapeutics Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Digital Therapeutics Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Digital Therapeutics Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Digital Therapeutics Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts

- 6.38 Rest of South America Digital Therapeutics Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Digital Therapeutics Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Digital Therapeutics Industry Drivers and Opportunities

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

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

## **8. DIGITAL THERAPEUTICS COMPANY PROFILES**

- 8.1 Profiles of Leading Digital Therapeutics Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

### **2MORROW INC**

Akili Interactive Labs Inc  
Amalgam Rx Inc  
Ayogo Health Inc  
Better Therapeutics Inc  
Biofourmis Inc  
Canary Health Inc  
Click Therapeutics Inc  
CogniFit Inc  
Cognoa Inc  
Freespira Inc  
Headspace Health Inc  
Hinge Health Inc  
Kaia Health Software GmbH  
Mindable Health GmbH  
Noom Inc  
Omada Health Inc  
Propeller Health  
Realized Care Inc  
Teladoc Health Inc

Twill Health Inc  
Virta Health corp  
WellDoc Inc  
Wellthy Therapeutics Pvt. Ltd.

## **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

Product name: Digital Therapeutics Market Size, Trends, Analysis, and Outlook By Offering (Programs, Software/Platforms, Virtual Reality/Games), By Revenue Modal (Subscription, One time Purchase/Licensing, Outcome/Value based), By Sales Channel (B2C, B2B), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/D2C6B9248119EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D2C6B9248119EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970