

# **E Prescribing Market Size, Trends, Analysis, and Outlook By Product (Solutions, Services), By Delivery Mode (Web/Cloud Based, On Premise), By End-User (Hospital, Office-based Physicians, Pharmacy), By Usage Methods (Handheld, Computer Based Devices), By Substances (Controlled Substances, Non-controlled Substances), By Specialties (Oncology, Sports Medicine, Neurology, Cardiology, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global E Prescribing market size is poised to register 24.77% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global E Prescribing market across By Product (Solutions, Services), By Delivery Mode (Web/Cloud Based, On Premise), By End-User (Hospital, Office-based Physicians, Pharmacy), By Usage Methods (Handheld, Computer Based Devices), By Substances (Controlled Substances, Non-controlled Substances), By Specialties (Oncology, Sports Medicine, Neurology, Cardiology, Others).

The e-prescribing market is experiencing rapid adoption driven by the transition towards digital healthcare systems, government initiatives promoting electronic health records (EHRs), and the need for efficient medication management. Electronic prescribing solutions offer benefits such as improved prescription accuracy, medication adherence, and patient safety, driving market growth across healthcare settings including hospitals, clinics, and pharmacies.

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

### Key market trends defining the global E Prescribing 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.

### E Prescribing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

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

### Key strategies adopted by companies within the E Prescribing industry

Leading E Prescribing 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 E Prescribing companies.

### E Prescribing Market Study- Strategic Analysis Review

The E Prescribing 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.

## E Prescribing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The E Prescribing 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.

## E Prescribing 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 E Prescribing 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 E Prescribing market segments. Similarly, Strong end-user demand is encouraging Canadian E Prescribing companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and

invest in technological advancements, the Mexico E Prescribing market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe E Prescribing Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European E Prescribing 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 E Prescribing 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 E Prescribing 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 E Prescribing in Asia Pacific. In particular, China, India, and South East Asian E Prescribing 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 E Prescribing 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 E Prescribing 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 E Prescribing market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for E Prescribing.

### E Prescribing Market Company Profiles

The global E Prescribing 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 Allscripts Healthcare LLC, Athenahealth, Cerner Corp (Oracle), Change Healthcare, DrFirst, Epic Systems Corp, McKesson Corp, Networking Technology Inc (RXNT), NXGN Management LLC, Practice Fusion Inc, Surescripts

### Recent E Prescribing Market Developments

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

### E Prescribing 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 Product

Solutions

-Integrated Solutions

-Standalone Solutions

Services

-Support

-Implementation

-Training

-Network

By Delivery Mode

Web/Cloud Based

On Premise

## By End-User

Hospital

Office-based Physicians

Pharmacy

## By Usage Methods

Handheld

Computer Based Devices

## By Substances

Controlled Substances

Non-controlled Substances

## By Specialties

Oncology

Sports Medicine

Neurology

Cardiology

Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Allscripts Healthcare Llc

Athenahealth

Cerner Corp (Oracle)

Change Healthcare

DrFirst

Epic Systems Corp

McKesson Corp

Networking Technology Inc (RXNT)

NXGN Management Llc

Practice Fusion Inc

Surescripts

Formats Available: Excel, PDF, and PPT



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Services

-Support

-Implementation

-Training

-Network

By Delivery Mode

Web/Cloud Based

On Premise

By End-User

Hospital

Office-based Physicians

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