

# **Health Economics and Outcomes Research Services Market Size, Trends, Analysis, and Outlook By Service (Economic Modelling/Evaluation, Real-World Data Analysis and Information Systems, Clinical Outcome, Market Access Solutions and Reimbursement), By Service Provider (Consultancy, Contract Research Organizations (CROs)), By End-User (Biotech/Pharma Companies, Healthcare Providers, Government Organizations, Healthcare Payers), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Health Economics and Outcomes Research Services market size is poised to register 10.9% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Health Economics and Outcomes Research Services market across By Service (Economic Modelling/Evaluation, Real-World Data Analysis and Information Systems, Clinical Outcome, Market Access Solutions and Reimbursement), By Service Provider (Consultancy, Contract Research Organizations (CROs)), By End-User (Biotech/Pharma Companies, Healthcare Providers, Government Organizations, Healthcare Payers)

The Health Economics and Outcomes Research (HEOR) Services market is witnessing robust growth driven by the increasing focus on evidence-based healthcare decision-making, value assessment, and health technology assessment (HTA). HEOR plays a pivotal role in evaluating the clinical and economic impact of healthcare interventions,

including pharmaceuticals, medical devices, and healthcare policies. The market is driven by the growing demand for real-world evidence (RWE), cost-effectiveness analyses, and health economic modeling to inform reimbursement decisions and market access strategies. Further, regulatory agencies and healthcare payers are increasingly relying on HEOR studies to optimize resource allocation and improve patient outcomes. By 2030, the market is expected to witness further expansion as stakeholders embrace HEOR methodologies to address healthcare disparities, enhance patient-centered care, and navigate complex healthcare landscapes.

### Health Economics and Outcomes Research Services 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 Health Economics and Outcomes Research Services market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Health Economics and Outcomes Research Services 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 Health Economics and Outcomes Research Services industry.

### Key market trends defining the global Health Economics and Outcomes Research Services 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.

### Health Economics and Outcomes Research Services Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Health Economics and Outcomes Research Services 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 Health Economics and Outcomes

Research Services companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Health Economics and Outcomes Research Services industry

Leading Health Economics and Outcomes Research Services 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 Health Economics and Outcomes Research Services companies.

Health Economics and Outcomes Research Services Market Study- Strategic Analysis Review

The Health Economics and Outcomes Research Services 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.

Health Economics and Outcomes Research Services Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Health Economics and Outcomes Research Services industry report provides a

*Health Economics and Outcomes Research Services Market Size, Trends, Analysis, and Outlook By Service (Economi...*

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.

## Health Economics and Outcomes Research Services 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 Health Economics and Outcomes Research Services 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 Health Economics and Outcomes Research Services market segments. Similarly, Strong market demand is encouraging Canadian Health Economics and Outcomes Research Services companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Health Economics and Outcomes Research Services market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Health Economics and Outcomes Research Services Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities

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

Health Economics and Outcomes Research Services Market Company Profiles

The global Health Economics and Outcomes Research Services 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 Analysis Group Inc, Avalon Health Economics LLC, Axtria Inc, Cardinal Health Inc, ICON plc, McKesson Corp, MEDLIOR Inc, PHARMALEX GmbH, Syneos Health Inc, Thermo Fisher Scientific Inc, UnitedHealth Group Inc.

## Recent Health Economics and Outcomes Research Services Market Developments

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

## Health Economics and Outcomes Research Services 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 Service

Economic Modelling/Evaluation

Real-World Data Analysis and Information Systems

Clinical Outcome

Market Access Solutions and Reimbursement

## By Service Provider

Consultancy

Contract Research Organizations (CROs)

## By End-User

Biotech/Pharma Companies

Healthcare Providers

Government Organizations

Healthcare Payers

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Analysis Group Inc

Avalon Health Economics LLC

Axtria Inc

Cardinal Health Inc

ICON plc

McKesson Corp

MEDLIOR Inc

PHARMALEX GmbH

Syneos Health Inc

Thermo Fisher Scientific Inc

UnitedHealth Group Inc

Formats Available: Excel, PDF, and PPT



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Economic Modelling/Evaluation

Real-World Data Analysis and Information Systems

Clinical Outcome

Market Access Solutions and Reimbursement

##### By Service Provider

Consultancy

Contract Research Organizations (CROs)

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Biotech/Pharma Companies

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Avalon Health Economics LLC

Axtria Inc

Cardinal Health Inc

ICON plc

McKesson Corp

MEDLIOR Inc

PHARMALEX GmbH

Syneos Health Inc

Thermo Fisher Scientific Inc

UnitedHealth Group Inc.

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