

# **Healthcare Analytics Market Size, Trends, Analysis, and Outlook By Type (Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Cognitive Analytics), By Application (Clinical Analytics, Financial Analytics, Operational & Administrative Analytics, Population Health Analytics), By Component (Services, Hardware, Software), By Deployment model (On-premise, On-demand), By End-User (Payers, Providers, ACOs, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Healthcare Analytics market size is poised to register 25.2% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Healthcare Analytics market across By Type (Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Cognitive Analytics), By Application (Clinical Analytics, Financial Analytics, Operational & Administrative Analytics, Population Health Analytics), By Component (Services, Hardware, Software), By Deployment model (On-premise, On-demand), By End-User (Payers, Providers, ACOs, Others)

The healthcare analytics market is characterized by the increasing demand for data-driven insights and evidence-based decision-making in healthcare, advancements in analytics platforms and predictive modeling algorithms, and the growing importance of value-based care and population health management. By 2030, the market is poised to witness steady growth, driven by innovations in healthcare data analytics, artificial

intelligence (AI), and machine learning (ML). Further, expanding applications in clinical analytics, financial analytics, and operational analytics are expected to drive market expansion, enabling healthcare providers, payers, and life sciences companies to optimize care delivery, reduce costs, and improve outcomes through healthcare analytics solutions that offer data integration, analytics automation, and actionable insights for performance improvement and healthcare transformation in the era of digital health and healthcare analytics-driven decision support.

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

## Key market trends defining the global Healthcare Analytics 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.

## Healthcare Analytics Market Segmentation- Industry Share, Market Size, and Outlook to 2032

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

## Key strategies adopted by companies within the Healthcare Analytics industry

Leading Healthcare Analytics 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 Healthcare Analytics companies.

### Healthcare Analytics Market Study- Strategic Analysis Review

The Healthcare Analytics 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.

### Healthcare Analytics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Healthcare Analytics 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.

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

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

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

### Healthcare Analytics Market Company Profiles

The global Healthcare Analytics 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 Solutions Inc, Apixio Inc, Cerner Corp, CitiusTech Inc, Cotiviti Holdings Inc, CVS Health Corp, Enlitic Inc, Evidation Health Inc, ExlService Holdings Inc, Exscientia Ltd, Flatiron Health Inc, Gainwell Technologies LLC, Health Catalyst Inc, HealthEC LLC, IBM Corp, Inovalon Holdings Inc, Insilico Medicine Inc, Komodo Health Inc, McKesson Corp, MedeAnalytics Inc, Optum Inc, Oracle Corp, SAS Institute Inc, Sema4 Holdings corp, Wipro Ltd.

### Recent Healthcare Analytics Market Developments

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

## Healthcare Analytics 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 Type

Descriptive Analytics

Predictive Analytics

Prescriptive Analytics

Cognitive Analytics

By Application

Clinical Analytics

Financial Analytics

Operational & Administrative Analytics

Population Health Analytics

By Component

Services

Hardware

Software

By Deployment model

On-premise

On-demand

By End-User

Payers

Providers

ACOs

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 Solutions Inc

Apixio Inc

Cerner Corp

CitiusTech Inc

Cotiviti Holdings Inc

CVS Health Corp

Enlitic Inc

Evidation Health Inc

ExlService Holdings Inc

Exscientia Ltd

Flatiron Health Inc

Gainwell Technologies LLC

Health Catalyst Inc

HealthEC LLC

IBM Corp



Inovalon Holdings Inc

Insilico Medicine Inc

Komodo Health Inc

McKesson Corp

MedeAnalytics Inc

Optum Inc

Oracle Corp

SAS Institute Inc

Sema4 Holdings corp

Wipro Ltd

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Cognitive Analytics

By Application

Clinical Analytics

Financial Analytics

Operational & Administrative Analytics

Population Health Analytics

By Component

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Hardware

Software

By Deployment model

On-premise

On-demand

By End-User

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ACOs

Others

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Apixio Inc

Cerner Corp

CitiusTech Inc

Cotiviti Holdings Inc

CVS Health Corp

Enlitic Inc

Evidation Health Inc

ExlService Holdings Inc

Exscientia Ltd

Flatiron Health Inc

Gainwell Technologies LLC

Health Catalyst Inc

HealthEC LLC

IBM Corp

Inovalon Holdings Inc

Insilico Medicine Inc

Komodo Health Inc

McKesson Corp  
MedeAnalytics Inc  
Optum Inc  
Oracle Corp  
SAS Institute Inc  
Sema4 Holdings corp  
Wipro Ltd.

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