

# **mHealth Market Size, Trends, Analysis, and Outlook By Wearable Component, BP Monitors, Glucose Meters, Pulse Oximeters, Sleep Apnea Monitors (PSG), Neurological Monitors, Activity Trackers/ Actigraphs), By mHealth Apps (Medical Apps, Fitness Apps), By Services (Monitoring services, Diagnosis services, Healthcare Systems Strengthening Services, Others), By Participants (Mobile Operators, Device Vendors, Content Players, Healthcare Providers), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global mHealth market size is poised to register 19.55% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global mHealth market across By Wearable Component, BP Monitors, Glucose Meters, Pulse Oximeters, Sleep Apnea Monitors (PSG), Neurological Monitors, Activity Trackers/ Actigraphs), By mHealth Apps (Medical Apps, Fitness Apps), By Services (Monitoring services, Diagnosis services, Healthcare Systems Strengthening Services, Others), By Participants (Mobile Operators, Device Vendors, Content Players, Healthcare Providers).

The mHealth (Mobile Health) Market is witnessing growth driven by the widespread adoption of smartphones, wearables, and mobile applications for health monitoring, wellness management, and patient engagement. mHealth encompasses a variety of digital health solutions including mobile apps, wearable devices, remote monitoring tools, and telemedicine platforms designed to empower individuals, healthcare

providers, and caregivers with convenient access to health information, services, and support. Key trends shaping its future include the development of integrated mHealth ecosystems and interoperable platforms for seamless data sharing and care coordination across healthcare settings, the adoption of artificial intelligence (AI) and machine learning algorithms for personalized health insights, risk prediction, and decision support, and the customization of mHealth solutions to address specific health conditions, demographic groups, and user preferences. Moreover, factors such as the global COVID-19 pandemic, the rise of chronic diseases and lifestyle-related conditions, and the investments in digital health infrastructure and telehealth are expected to drive market growth in 2024 and beyond.

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

### Key market trends defining the global mHealth 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.

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

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

### Key strategies adopted by companies within the mHealth industry

Leading mHealth 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 mHealth companies.

### mHealth Market Study- Strategic Analysis Review

The mHealth 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.

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

The mHealth 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.

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

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

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

mHealth Market Company Profiles

The global mHealth 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 Inc, Allscripts Healthcare Solutions, Apple Inc, AT&T, Google Inc, mQure, Qualcomm Technologies Inc, Samsung Electronics Co., SoftServe, Telefonica S.A., Vodafone Group

Recent mHealth Market Developments

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

mHealth 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 Wearable Component

BP Monitors

Glucose Meters

Pulse Oximeters

Sleep Apnea Monitors (PSG)

Neurological Monitors

Activity Trackers/ Actigraphs

## By mHealth Apps

### Medical Apps

- Women's Health

- Personal Health Record Apps

- Medication Management Apps

- Disease Management Apps

- Diagnostic Apps

- Remote Monitoring Apps

- Others

### Fitness Apps

- Exercise & Fitness

- Diet & Nutrition

- Lifestyle & Stress

## By Services

### Monitoring services

- Independent Aging Solutions

- Chronic Disease Management & Post-acute Care Services

### Diagnosis services

### Healthcare Systems Strengthening Services

### Others

By Participants

Mobile Operators

Device Vendors

Content Players

Healthcare Providers

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 Inc

Allscripts Healthcare Solutions

Apple Inc

AT&T

Google Inc

mQure

Qualcomm Technologies Inc



Samsung Electronics Co.

SoftServe

Telefonica S.A.

Vodafone Group

Formats Available: Excel, PDF, and PPT

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Neurological Monitors

Activity Trackers/ Actigraphs

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-Personal Health Record Apps

-Medication Management Apps

-Disease Management Apps

-Diagnostic Apps

-Remote Monitoring Apps

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Fitness Apps

-Exercise & Fitness

-Diet & Nutrition

-Lifestyle & Stress

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Monitoring services

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Allscripts Healthcare Solutions

Apple Inc

AT&T

Google Inc

mQure

Qualcomm Technologies Inc

Samsung Electronics Co.

SoftServe

Telefonica S.A.

Vodafone Group

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