

Real World Evidence Solutions Market Size, Trends, Analysis, and Outlook By Component (Services, Data Sets, Clinical Settings Data, Claims Data, Pharmacy Data, Patient-Powered Data), By Application (Drug Development & Approvals, Medical Device Development & Approvals, Reimbursement/Coverage & Regulatory Decision Making, Post Market Safety & Adverse Events Monitoring), By End-User (Healthcare Companies, Healthcare Providers, Healthcare Payers, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

The global Real World Evidence Solutions market size is poised to register 12.5% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Real World Evidence Solutions market across By Component (Services, Data Sets, Clinical Settings Data, Claims Data, Pharmacy Data, Patient-Powered Data), By Application (Drug Development & Approvals, Medical Device Development & Approvals, Reimbursement/Coverage & Regulatory Decision Making, Post Market Safety & Adverse Events Monitoring), By End-User (Healthcare Companies, Healthcare Providers, Healthcare Payers, Others)

The Real World Evidence Solutions market is experiencing rapid growth driven by the increasing demand for real-world data and analytics to inform healthcare decision-making, drug development, and market access strategies. Real-world evidence plays a

crucial role in complementing traditional clinical trial data by providing insights into treatment effectiveness, safety outcomes, and healthcare utilization patterns in real-world settings. With the growing emphasis on value-based healthcare and personalized medicine, there is a rising need for real-world evidence solutions that offer robust data integration, advanced analytics, and actionable insights. Further, collaborations between healthcare stakeholders, data providers, and technology companies are driving innovation in real-world evidence generation and utilization. By 2030, the market is poised for significant expansion as healthcare organizations and pharmaceutical companies leverage real-world evidence to optimize patient outcomes, reduce healthcare costs, and drive healthcare innovation.

Real World Evidence Solutions 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 Real World Evidence Solutions market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Real World Evidence Solutions 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 Real World Evidence Solutions industry.

Key market trends defining the global Real World Evidence Solutions 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.

Real World Evidence Solutions Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Real World Evidence Solutions 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 Real World Evidence Solutions companies scaling

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

Key strategies adopted by companies within the Real World Evidence Solutions industry

Leading Real World Evidence Solutions 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 Real World Evidence Solutions companies.

Real World Evidence Solutions Market Study- Strategic Analysis Review

The Real World Evidence Solutions 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.

Real World Evidence Solutions Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Real World Evidence Solutions 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.

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

Europe Real World Evidence Solutions Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

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

Real World Evidence Solutions Market Company Profiles

The global Real World Evidence Solutions 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 Aetion Inc, Cegedim Health Data, Clinigen Group plc, Cognizant Technology Solutions Corp, Datavant Inc, Elevate Health Inc, Flatiron Health Inc, HealthVerity Inc, ICON plc, IQVIA Holdings Inc, Laboratory Corp of America Holdings (LabCorp), Medspace Holdings Inc, Merative Inc, Optum Inc, Oracle Corp, PAREXEL International Corp, PerkinElmer Inc, SAS Institute Inc, Syapse Inc, Syneos Health Inc, Tempus Labs Inc, Thermo Fisher

Scientific Inc, TriNetX LLC, Trinity Health Corp, Verantos Holdings Inc.

Recent Real World Evidence Solutions Market Developments

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

Real World Evidence Solutions 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 Component

Services

Data Sets

Clinical Settings Data

Claims Data

Pharmacy Data

Patient-Powered Data

By Application

Drug Development & Approvals

Medical Device Development & Approvals

Reimbursement/Coverage & Regulatory Decision Making

Post Market Safety & Adverse Events Monitoring

By End-User

Healthcare Companies

Healthcare Providers

Healthcare Payers

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Aetion Inc

Cegedim Health Data

Clinigen Group plc

Cognizant Technology Solutions Corp

Datavant Inc

Elevate Health Inc

Flatiron Health Inc

HealthVerity Inc

ICON plc

IQVIA Holdings Inc

Laboratory Corp of America Holdings (LabCorp)

Medspace Holdings Inc

Merative Inc

Optum Inc

Oracle Corp

PAREXEL International Corp

PerkinElmer Inc

SAS Institute Inc

Syapse Inc

Syneos Health Inc

Tempus Labs Inc

Thermo Fisher Scientific Inc

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Trinity Health Corp

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Claims Data

Pharmacy Data

Patient-Powered Data

By Application

Drug Development & Approvals

Medical Device Development & Approvals

Reimbursement/Coverage & Regulatory Decision Making

Post Market Safety & Adverse Events Monitoring

By End-User

Healthcare Companies

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- Elevate Health Inc
- Flatiron Health Inc
- HealthVerity Inc
- ICON plc
- IQVIA Holdings Inc
- Laboratory Corp of America Holdings (LabCorp)

Medspace Holdings Inc
Merative Inc
Optum Inc
Oracle Corp
PAREXEL International Corp
PerkinElmer Inc
SAS Institute Inc
Syapse Inc
Syneos Health Inc
Tempus Labs Inc
Thermo Fisher Scientific Inc
TriNetX LLC
Trinity Health Corp
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