

Digital Therapeutics (DTx) Market by Application (Prediabetes, Nutrition, Care, Diabetes, CVD, CNS, CRD, MSD, GI, Substance Abuse, Rehabilitation), Sales Channel B2C (Patient, Caregiver), B2B (Providers, Payer, Employer, Pharma) - Global Forecasts to 2027

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Report description:

The global digital therapeutics market is projected to reach USD 17.7 billion by 2027 from USD 4.5 billion in 2022, at a CAGR of 31.6% during the forecast period. The adoption of digital therapeutics is growing at a fast pace owing to factors such as rise in number of patients with chronic diseases and growing investments in digital therapeutics. However, a lack of awareness and access to digital therapeutics programs in developing countries, resistance from traditional healthcare providers, and uneven payment models are challenging the growth of this market.

Treatment/care-related applications segment hold the largest share of the digital therapeutics market in 2021

On the basis of application, the digital therapeutics market is divided into preventive and treatment/care-related applications. The large share of this segment is attributed to the rising investments in digital therapeutics to promote the development of cost-effective and scalable treatment platforms for these conditions.

Diabetes segment is expected to grow at the highest rate during the forecast period

On the basis of type of treatment/care-related application, the digital therapeutics market is further divided into diabetes, CNS disorders, chronic respiratory diseases, musculoskeletal disorders, cardiovascular diseases, smoking cessation, medication adherence, gastrointestinal disorders, substance use disorders & addiction management, rehabilitation & patient care, and other treatment/care-related applications. In 2021, diabetes commanded the largest share of the digital therapeutics market for treatment/care-related applications. The increasing prevalence of diabetes, high healthcare costs associated with diabetes, and rising government initiatives to decrease the burden with the help of cost-effective solutions are expected to drive the market

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growth in this segment.

B2B segment is expected to grow with the highest CAGR during the forecast period

On the basis of sales channel, the digital therapeutics market is divided into business-to-customer (B2C) and business-to-business (B2B). This is attributed to growing inclination of pharma companies to integrate digital therapeutics with their drug products.

North America to be the largest and the fastest-growing regional market

North America, which includes the US and Canada, holds the largest market share for digital therapeutics in 2021. Factors such as the improvements in the reimbursement structure for digital therapeutics, and government initiatives to support technological advancements drive market growth in this region.

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The primary interviews conducted for this report can be categorized as follows:
- By Company Type: Tier 1 (50%), Tier 2 (30%), and Tier 3 (20%)
- By Designation: C-level (75%), D-level (15%), and Others (10%)
- By Region: North America (70%), Europe (20%), APAC (7%), and the RoW (3%)

The prominent players in this market are Noom, Inc (US), Teladoc Health, Inc. (US), Omada Health, Inc. (US), WellDoc, Inc (US), Pear Therapeutics, Inc. (US), CogniFit Inc (US), Ginger (US), Propeller Health (US), 2Morrow, Inc. (US), Canary Health (US), Click Therapeutics, Inc. (US), Akili, Inc. (US), Cognoa, Inc (US), Wellthy Therapeutics Pvt. Ltd. (India), Twill Inc. (US), Better Therapeutics, Inc (US), Mindstrong (US), Kaia Health (Germany), BehaVR Inc (US), Ayogo (Canada), Mindable Health GmbH (Germany), Virta Health Corp (US), Hinge Health, Inc. (US), Orexo AB (Sweden) and Freespira (US).

Research Coverage:

This report provides a study of the digital therapeutics market. It aims at estimating the size and future growth potential of the market across different segments, such as sales channel, application, and region. The report also includes an in-depth competitive analysis of the key market players, along with their company profiles, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help market leaders/new entrants by providing them with the closest approximations of revenue numbers for the overall digital therapeutics market and its subsegments. This report will also help stakeholders understand the competitive landscape, gain insights to position their business, and make suitable go-to-market strategies. It will also enable stakeholders to gauge the pulse of the market and provide them with information on the key market drivers, restraints, opportunities and challenges.

Table of Contents:

1	INTRODUCTION	30
1.1	STUDY OBJECTIVES	30
1.2	MARKET DEFINITION	30
1.2.1	INCLUSIONS AND EXCLUSIONS	30
1.3	MARKET SCOPE	31
1.4	YEARS CONSIDERED	31
1.5	CURRENCY CONSIDERED	32
1.6	STAKEHOLDERS	32
1.7	LIMITATIONS	32
1.8	SUMMARY OF CHANGES	33
2	RESEARCH METHODOLOGY	34
2.1	RESEARCH DATA	34
FIGURE 1	RESEARCH DESIGN	34

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2.1.1	SECONDARY DATA	35
2.1.1.1	Key data from secondary sources	35
2.1.2	PRIMARY DATA	36
FIGURE 2	PRIMARY SOURCES	36
2.1.2.1	Key data from primary sources	37
FIGURE 3	KEY INDUSTRY INSIGHTS	38
FIGURE 4	BREAKDOWN OF PRIMARY INTERVIEWS (SUPPLY SIDE): BY COMPANY TYPE, DESIGNATION, AND REGION	39
FIGURE 5	BREAKDOWN OF PRIMARY INTERVIEWS (DEMAND SIDE): BY TYPE OF BUYER AND REGION	39
2.2	MARKET SIZE ESTIMATION	40
2.2.1	BOTTOM-UP APPROACH	40
2.2.1.1	Approach one: Revenue mapping-based estimation	40
FIGURE 6	DIGITAL THERAPEUTICS: REVENUE MAPPING-BASED ESTIMATION	41
2.2.1.2	Approach two: Buyer adoption-based estimation	41
FIGURE 7	DIGITAL THERAPEUTICS ESTIMATION: BUYER ADOPTION-BASED ESTIMATION	41
2.2.2	TOP-DOWN APPROACH: PENETRATION RATE-BASED MARKET SIZE ESTIMATION	42
FIGURE 8	PENETRATION RATE-BASED MARKET ESTIMATION	42
2.2.3	GROWTH FORECAST	42
TABLE 1	FACTOR ANALYSIS	43
FIGURE 9	CAGR PROJECTIONS FROM ANALYSIS OF DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES (2022-2027)	44
FIGURE 10	CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS	45
2.3	MARKET BREAKDOWN AND DATA TRIANGULATION	45
FIGURE 11	DATA TRIANGULATION METHODOLOGY	46
2.4	ASSUMPTIONS	46
2.5	RISK ASSESSMENT	47
3	EXECUTIVE SUMMARY	48
FIGURE 12	DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2022 VS. 2027 (USD MILLION)	48
FIGURE 13	DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, 2022 VS. 2027 (USD MILLION)	49
FIGURE 14	DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, 2022-2027	49
FIGURE 15	DIGITAL THERAPEUTICS MARKET, BY APPLICATION (2022-2027)	50
FIGURE 16	DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, 2022 VS. 2027 (USD MILLION)	51
FIGURE 17	GEOGRAPHICAL SNAPSHOT OF DIGITAL THERAPEUTICS MARKET	52
4	PREMIUM INSIGHTS	53
4.1	DIGITAL THERAPEUTICS MARKET OVERVIEW	53
FIGURE 18	INCREASING INCIDENCE OF CHRONIC DISEASES & TECHNOLOGICAL ADVANCEMENTS TO DRIVE ADOPTION OF DIGITAL THERAPEUTICS	53
4.2	DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2022-2027	54
FIGURE 19	B2B SALES DOMINATE DIGITAL THERAPEUTICS MARKET	54
4.3	DIGITAL THERAPEUTICS MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES	55
FIGURE 20	NORTH AMERICA TO GROW AT HIGHEST RATE	55
5	MARKET OVERVIEW	56
5.1	INTRODUCTION	56
5.2	MARKET DYNAMICS	56
FIGURE 21	DIGITAL THERAPEUTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES	56
5.2.1	DRIVERS	57
5.2.1.1	Increasing incidence of preventable chronic diseases	57
5.2.1.2	Rising focus on preventive healthcare	57
5.2.1.3	Need to control healthcare costs	58

5.2.1.4	Significant increase in venture capital investments	58
5.2.1.5	Benefits of digital therapeutics	59
5.2.1.5.1	Ability to induce behavioral change	59
5.2.1.5.2	Improved drug adherence	60
5.2.1.5.3	Patient convenience and user-friendliness	60
5.2.2	RESTRAINTS	60
5.2.2.1	Patient data privacy concerns	60
5.2.3	OPPORTUNITIES	61
5.2.3.1	Emerging markets	61
5.2.3.2	Large undiagnosed and untreated population	61
5.2.3.3	Unexplored therapeutic applications	62
5.2.4	CHALLENGES	62
5.2.4.1	Unstable payment models	62
5.2.4.2	Reluctance among patients to adopt digital therapeutics	62
5.2.4.3	Lack of awareness and access to digital therapeutics programs in developing countries	63
5.2.4.4	Resistance from traditional healthcare providers	63
5.3	SUPPLY/VALUE CHAIN ANALYSIS	63
FIGURE 22	VALUE CHAIN ANALYSIS	64
5.4	ECOSYSTEM ANALYSIS	65
FIGURE 23	ECOSYSTEM ANALYSIS	65
5.5	PIPELINE PRODUCTS	66
5.6	CASE STUDIES	67
5.7	PORTER'S FIVE FORCES ANALYSIS	68
5.7.1	THREAT OF NEW ENTRANTS	68
5.7.2	BARGAINING POWER OF SUPPLIERS	68
5.7.3	BARGAINING POWER OF BUYERS	69
5.7.4	THREAT OF SUBSTITUTES	69
5.7.5	INTENSITY OF COMPETITIVE RIVALRY	69
5.8	REGULATORY LANDSCAPE	69
5.8.1	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	70
TABLE 2	DIGITAL THERAPEUTICS REGULATORY FRAMEWORK	70
TABLE 3	DIGITAL THERAPEUTICS MARKET: REGULATORY DATA NEEDED FOR CLASS II DEVICES	71
5.9	TECHNOLOGY TRENDS	72
TABLE 4	TECHNOLOGY ENABLERS, BENEFITS, AND EXAMPLES	72
5.10	INDUSTRY TRENDS	72
5.10.1	VIRTUAL REALITY	72
5.10.2	INCREASING DEMAND FOR DIGITAL DELIVERY OF BEHAVIORAL THERAPY	73
5.10.3	GROWING COLLABORATIONS BETWEEN STAKEHOLDERS	73
TABLE 5	DIGITAL THERAPEUTICS: RECENT COLLABORATIONS	73
5.11	PRICING ANALYSIS & REIMBURSEMENT SCENARIO	74
5.11.1	AVERAGE SELLING PRICE	74
TABLE 6	DIGITAL THERAPEUTICS PRODUCTS: REIMBURSEMENT & PRICE BY COUNTRY	74
5.11.2	REIMBURSEMENT SCENARIO	74
TABLE 7	DIGITAL THERAPEUTICS: GLOBAL COVERAGE DETERMINATION STANDARDS	75
5.12	PATENT ANALYSIS	76
5.13	KEY CONFERENCES AND EVENTS IN 2022-2023	76
TABLE 8	DIGITAL THERAPEUTICS MARKET: DETAILED LIST OF CONFERENCES AND EVENTS	76

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5.14	KEY STAKEHOLDERS AND BUYING CRITERIA	77
5.14.1	KEY STAKEHOLDERS IN BUYING PROCESS	77
FIGURE 24	INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR SALES CHANNEL	77
TABLE 9	INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR SALES CHANNEL	78
5.14.2	BUYING CRITERIA	78
FIGURE 25	KEY BUYING CRITERIA FOR SALES CHANNEL	78
TABLE 10	KEY BUYING CRITERIA FOR SALES CHANNEL	79
6	DIGITAL THERAPEUTICS MARKET, BY APPLICATION	80
6.1	INTRODUCTION	81
TABLE 11	DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	81
6.2	TREATMENT/CARE-RELATED APPLICATIONS	81
TABLE 12	DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	82
TABLE 13	DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY REGION, 2020-2027 (USD MILLION)	82
6.2.1	DIABETES	83
6.2.1.1	Rising prevalence of diabetes to drive market growth	83
TABLE 14	DIGITAL THERAPEUTICS MARKET FOR DIABETES, BY REGION, 2020-2027 (USD MILLION)	83
6.2.2	CENTRAL NERVOUS SYSTEM DISORDERS	83
TABLE 15	DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	84
TABLE 16	DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY REGION, 2020-2027 (USD MILLION)	84
6.2.2.1	Mental health disorders	84
6.2.2.1.1	Benefits of digital therapeutics in managing mental health disorders to drive R&D	84
TABLE 17	DIGITAL THERAPEUTICS MARKET FOR MENTAL HEALTH DISORDERS, BY REGION, 2020-2027 (USD MILLION)	85
6.2.2.2	Other CNS disorders	85
TABLE 18	DIGITAL THERAPEUTICS MARKET FOR OTHER CNS DISORDERS, BY REGION, 2020-2027 (USD MILLION)	85
6.2.3	SMOKING CESSATION	86
6.2.3.1	Focus on providing validated, effective mobile applications to help quit smoking to aid market growth	86
TABLE 19	DIGITAL THERAPEUTICS MARKET FOR SMOKING CESSATION, BY REGION, 2020-2027 (USD MILLION)	86
6.2.4	CHRONIC RESPIRATORY DISEASES	86
6.2.4.1	Growing prevalence of COPD and asthma to drive market growth	86
TABLE 20	DIGITAL THERAPEUTICS MARKET FOR CHRONIC RESPIRATORY DISEASES, BY REGION, 2020-2027 (USD MILLION)	87
6.2.5	MUSCULOSKELETAL DISORDERS	87
6.2.5.1	Dearth of physiotherapists to support market growth	87
TABLE 21	DIGITAL THERAPEUTICS MARKET FOR MUSCULOSKELETAL DISORDERS, BY REGION, 2020-2027 (USD MILLION)	87
6.2.6	CARDIOVASCULAR DISEASE	88
6.2.6.1	High burden of CVD to drive demand for digital therapeutics solutions	88
TABLE 22	DIGITAL THERAPEUTICS MARKET FOR CVD, BY REGION, 2020-2027 (USD MILLION)	88
6.2.7	MEDICATION ADHERENCE	88
6.2.7.1	Growing number of medication non-adherence cases to propel market growth	88
TABLE 23	DIGITAL THERAPEUTICS MARKET FOR MEDICATION ADHERENCE, BY REGION, 2020-2027 (USD MILLION)	89
6.2.8	GASTROINTESTINAL DISORDERS	89
6.2.8.1	High prevalence of gastrointestinal disorders to ensure strong interest in developing targeted solutions	89
TABLE 24	DIGITAL THERAPEUTICS MARKET FOR GASTROINTESTINAL DISORDERS, BY REGION, 2020-2027 (USD MILLION)	89
6.2.9	REHABILITATION & PATIENT CARE	90
6.2.9.1	Benefits of digital therapeutics have induced startups to develop platforms for patient care	90
TABLE 25	DIGITAL THERAPEUTICS MARKET FOR REHABILITATION & PATIENT CARE, BY REGION, 2020-2027 (USD MILLION)	90
6.2.10	SUBSTANCE USE DISORDERS & ADDICTION MANAGEMENT	90

6.2.10.1	Potential to improve efficiency of behavioral interventions to drive market growth	90
TABLE 26 DIGITAL THERAPEUTICS MARKET FOR SUBSTANCE USE DISORDERS & ADDICTION MANAGEMENT, BY REGION, 2020-2027 (USD MILLION)		
6.2.11	OTHER TREATMENT/CARE-RELATED APPLICATIONS	91
TABLE 27 DIGITAL THERAPEUTICS MARKET FOR OTHER TREATMENT/CARE-RELATED APPLICATIONS, BY REGION, 2020-2027 (USD MILLION)		
6.3	PREVENTIVE APPLICATIONS	92
TABLE 28 DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)		
TABLE 29 DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY REGION, 2020-2027 (USD MILLION)		
6.3.1	PREDIABETES	93
6.3.1.1	Influx of startups to provide effective prevention against prediabetes to support market	93
TABLE 30 DIGITAL THERAPEUTICS MARKET FOR PREDIABETES, BY REGION, 2020-2027 (USD MILLION)		
6.3.2	OBESITY	94
6.3.2.1	Availability of cost-effective solutions for obesity management to propel market growth	94
TABLE 31 DIGITAL THERAPEUTICS MARKET FOR OBESITY, BY REGION, 2020-2027 (USD MILLION)		
6.3.3	NUTRITION	94
6.3.3.1	Importance of nutrition in preventing a wide range of ailments to drive demand for digital therapeutic solutions	94
TABLE 32 DIGITAL THERAPEUTICS MARKET FOR NUTRITION, BY REGION, 2020-2027 (USD MILLION)		
6.3.4	LIFESTYLE MANAGEMENT	95
6.3.4.1	Ability of digital therapeutics solutions to induce positive behavioral changes to contribute to rising demand	95
TABLE 33 DIGITAL THERAPEUTICS MARKET FOR LIFESTYLE MANAGEMENT, BY REGION, 2020-2027 (USD MILLION)		
6.3.5	OTHER PREVENTIVE APPLICATIONS	96
TABLE 34 DIGITAL THERAPEUTICS MARKET FOR OTHER PREVENTIVE APPLICATIONS, BY REGION, 2020-2027 (USD MILLION)		
7	DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL	98
7.1	INTRODUCTION	99
TABLE 35 DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)		
7.2	B2B	99
TABLE 36 DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)		
TABLE 37 DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY REGION, 2020-2027 (USD MILLION)		
7.2.1	PAYERS	100
7.2.1.1	Payers to hold largest share of B2B market	100
TABLE 38 DIGITAL THERAPEUTICS MARKET FOR PAYERS, BY REGION, 2020-2027 (USD MILLION)		
7.2.2	EMPLOYERS	101
7.2.2.1	Rising importance of employee health management to drive adoption of digital therapeutics among employers	101
TABLE 39 DIGITAL THERAPEUTICS MARKET FOR EMPLOYERS, BY REGION, 2020-2027 (USD MILLION)		
7.2.3	PHARMACEUTICAL COMPANIES	102
7.2.3.1	Growing cross-industry collaborations between digital therapeutics start-ups and pharmaceutical companies to drive market growth	102
TABLE 40 DIGITAL THERAPEUTICS MARKET FOR PHARMACEUTICAL COMPANIES, BY REGION, 2020-2027 (USD MILLION)		
7.2.4	PROVIDERS	103
7.2.4.1	Potential for better patient management and cost-reduction to drive demand for digital therapeutics among providers	103
TABLE 41 DIGITAL THERAPEUTICS MARKET FOR PROVIDERS, BY REGION, 2020-2027 (USD MILLION)		
7.2.5	OTHER BUYERS	104
TABLE 42 DIGITAL THERAPEUTICS MARKET FOR OTHER BUYERS, BY REGION, 2020-2027 (USD MILLION)		
7.3	B2C	104
TABLE 43 DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)		
TABLE 44 DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY REGION, 2020-2027 (USD MILLION)		

7.3.1 CAREGIVERS 105

7.3.1.1 Ease of managing health conditions to drive demand for solutions among caregivers 105

TABLE 45 DIGITAL THERAPEUTICS MARKET FOR CAREGIVERS, BY REGION, 2020-2027 (USD MILLION) 106

7.3.2 PATIENTS 106

7.3.2.1 Awareness of preventive health among patients to support segment growth 106

TABLE 46 DIGITAL THERAPEUTICS MARKET FOR PATIENTS, BY REGION, 2020-2027 (USD MILLION) 106

8 DIGITAL THERAPEUTICS MARKET, BY REGION 107

8.1 INTRODUCTION 108

TABLE 47 DIGITAL THERAPEUTICS MARKET, BY REGION, 2020-2027 (USD MILLION) 108

8.2 NORTH AMERICA 108

FIGURE 26 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET SNAPSHOT 109

TABLE 48 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET, BY COUNTRY, 2020-2027 (USD MILLION) 110

TABLE 49 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 110

TABLE 50 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 111

TABLE 51 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 111

TABLE 52 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION) 112

TABLE 53 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION) 112

TABLE 54 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 112

TABLE 55 NORTH AMERICA: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 113

8.2.1 US 113

8.2.1.1 Strong start-up base to ensure high product access for end users 113

TABLE 56 US: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 114

TABLE 57 US: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 115

TABLE 58 US: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 115

TABLE 59 US: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION) 116

TABLE 60 US: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION) 116

TABLE 61 US: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 116

TABLE 62 US: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 117

8.2.2 CANADA 117

8.2.2.1 Government initiatives to support digital therapeutics to drive market growth in Canada 117

TABLE 63 CANADA: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 118

TABLE 64 CANADA: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 118

TABLE 65 CANADA: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 119

TABLE 66 CANADA: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION) 119

TABLE 67 CANADA: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION) 119

TABLE 68 CANADA: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 120

TABLE 69 CANADA: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 120

8.3 EUROPE 120

FIGURE 27 EUROPE: DIGITAL THERAPEUTICS MARKET SNAPSHOT 121

TABLE 70 EUROPE: DIGITAL THERAPEUTICS MARKET, BY COUNTRY, 2020-2027 (USD MILLION) 122

TABLE 71 EUROPE: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 122

TABLE 72 EUROPE: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 123

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TABLE 73	EUROPE: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	123
TABLE 74	EUROPE: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	124
TABLE 75	EUROPE: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	124
TABLE 76	EUROPE: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	124
TABLE 77	EUROPE: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	125
8.3.1	GERMANY	125
8.3.1.1	Germany forms largest market for digital therapeutics in Europe due to supportive government initiatives	125
TABLE 78	GERMANY: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	126
TABLE 79	GERMANY: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	126
TABLE 80	GERMANY: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	127
TABLE 81	GERMANY: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	127
TABLE 82	GERMANY: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	127
TABLE 83	GERMANY: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	128
TABLE 84	GERMANY: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	128
8.3.2	UK	128
8.3.2.1	Well-established healthcare system and government support to propel market	128
TABLE 85	UK: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	129
TABLE 86	UK: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	130
TABLE 87	UK: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	130
TABLE 88	UK: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	131
TABLE 89	UK: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	131
TABLE 90	UK: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	131
TABLE 91	UK: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	132
8.3.3	FRANCE	132
8.3.3.1	Growing healthcare expenditure and favorable health insurance system to support market	132
TABLE 92	FRANCE: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	133
TABLE 93	FRANCE: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	133
TABLE 94	FRANCE: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	134
TABLE 95	FRANCE: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	134
TABLE 96	FRANCE: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	134
TABLE 97	FRANCE: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	135
TABLE 98	FRANCE: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	135
8.3.4	SPAIN	135
8.3.4.1	Initiatives by emerging digital therapeutics startups to drive market	135
TABLE 99	SPAIN: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	136
TABLE 100	SPAIN: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	136
TABLE 101	SPAIN: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	137
TABLE 102	SPAIN: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	137
TABLE 103	SPAIN: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	137
TABLE 104	SPAIN: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	138
TABLE 105	SPAIN: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	138
8.3.5	ITALY	138
8.3.5.1	Need for alternative and effective treatment to drive market	138

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TABLE 106	ITALY: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	139
TABLE 107	ITALY: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	139
TABLE 108	ITALY: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	140
TABLE 109	ITALY: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	140
TABLE 110	ITALY: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	140
TABLE 111	ITALY: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	141
TABLE 112	ITALY: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	141
8.3.6	REST OF EUROPE	141
TABLE 113	ROE: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	142
TABLE 114	ROE: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	142
TABLE 115	ROE: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	143
TABLE 116	ROE: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	143
TABLE 117	ROE: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	143
TABLE 118	ROE: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	144
TABLE 119	ROE: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	144
8.4	ASIA PACIFIC	145
TABLE 120	APAC: DIGITAL THERAPEUTICS MARKET, BY COUNTRY, 2020-2027 (USD MILLION)	145
TABLE 121	APAC: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	145
TABLE 122	APAC: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	146
TABLE 123	APAC: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	146
TABLE 124	APAC: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	147
TABLE 125	APAC: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	147
TABLE 126	APAC: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	147
TABLE 127	APAC: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	148
8.4.1	JAPAN	148
8.4.1.1	Rising diabetes incidence and collaborations to drive market growth	148
TABLE 128	JAPAN: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	148
TABLE 129	JAPAN: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	149
TABLE 130	JAPAN: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	149
TABLE 131	JAPAN: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	150
TABLE 132	JAPAN: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	150
TABLE 133	JAPAN: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	150
TABLE 134	JAPAN: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	151
8.4.2	CHINA	151
8.4.2.1	Growing geriatric population and incidence of chronic conditions to drive demand	151
TABLE 135	CHINA: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION)	151
TABLE 136	CHINA: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	152
TABLE 137	CHINA: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION)	152
TABLE 138	CHINA: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION)	153
TABLE 139	CHINA: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION)	153
TABLE 140	CHINA: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	153
TABLE 141	CHINA: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION)	154

8.4.3 INDIA 154

8.4.3.1 Rising chronic disease incidence and need for better disease management to drive market 154

TABLE 142 INDIA: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 155

TABLE 143 INDIA: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 155

TABLE 144 INDIA: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 156

TABLE 145 INDIA: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION) 156

TABLE 146 INDIA: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION) 156

TABLE 147 INDIA: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 157

TABLE 148 INDIA: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 157

8.4.4 REST OF ASIA PACIFIC 157

TABLE 149 ROAPAC: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 158

TABLE 150 ROAPAC: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 158

TABLE 151 ROAPAC: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 159

TABLE 152 ROAPAC: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION) 159

TABLE 153 ROAPAC: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION) 159

TABLE 154 ROAPAC DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 160

TABLE 155 ROAPAC: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 160

8.5 REST OF THE WORLD 160

TABLE 156 ROW: DIGITAL THERAPEUTICS MARKET, BY APPLICATION, 2020-2027 (USD MILLION) 161

TABLE 157 ROW: DIGITAL THERAPEUTICS MARKET FOR TREATMENT/CARE-RELATED APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 161

TABLE 158 ROW: DIGITAL THERAPEUTICS MARKET FOR PREVENTIVE APPLICATIONS, BY TYPE, 2020-2027 (USD MILLION) 162

TABLE 159 ROW: DIGITAL THERAPEUTICS MARKET FOR CNS DISORDERS, BY TYPE, 2020-2027 (USD MILLION) 162

TABLE 160 ROW: DIGITAL THERAPEUTICS MARKET, BY SALES CHANNEL, 2020-2027 (USD MILLION) 162

TABLE 161 ROW: DIGITAL THERAPEUTICS MARKET FOR B2C SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 163

TABLE 162 ROW: DIGITAL THERAPEUTICS MARKET FOR B2B SALES CHANNEL, BY BUYER, 2020-2027 (USD MILLION) 163

9 COMPETITIVE LANDSCAPE 164

9.1 OVERVIEW 164

9.2 KEY PLAYER STRATEGIES/RIGHT TO WIN 164

FIGURE 28 OVERVIEW OF STRATEGIES ADOPTED BY PLAYERS IN DIGITAL THERAPEUTICS 165

9.3 MARKET SHARE ANALYSIS 166

TABLE 163 DIGITAL THERAPEUTICS MARKET: DEGREE OF COMPETITION 166

FIGURE 29 MARKET SHARE ANALYSIS: DIGITAL THERAPEUTICS MARKET 167

9.4 MARKET RANKING ANALYSIS, 2022 167

FIGURE 30 DIGITAL THERAPEUTICS MARKET RANKING ANALYSIS, 2022 167

9.5 COMPETITIVE BENCHMARKING 168

TABLE 164 DIGITAL THERAPEUTICS MARKET: COMPETITIVE BENCHMARKING OF KEY PLAYERS 168

TABLE 165 DIGITAL THERAPEUTICS MARKET: SALES CHANNEL FOOTPRINT OF KEY PLAYERS 169

TABLE 166 DIGITAL THERAPEUTICS MARKET: REGIONAL FOOTPRINT OF KEY PLAYERS 169

9.5.1 COMPANY EVALUATION MATRIX: DEFINITIONS AND METHODOLOGY 169

TABLE 167 DIGITAL THERAPEUTICS MARKET: CRITERIA CONSIDERED FOR EVALUATION 169

9.5.1.1 Stars 170

9.5.1.2 Emerging leaders 170

9.5.1.3 Pervasive players 170

9.5.1.4 Participants 170

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FIGURE 31	DIGITAL THERAPEUTICS MARKET: GLOBAL COMPETITIVE LEADERSHIP MAPPING, 2022	171
9.5.2	COMPETITIVE LEADERSHIP MAPPING: START-UPS/SMES (2022)	172
9.5.2.1	Progressive companies	172
9.5.2.2	Starting blocks	172
9.5.2.3	Responsive companies	172
9.5.2.4	Dynamic companies	172
FIGURE 32	DIGITAL THERAPEUTICS MARKET: COMPETITIVE LEADERSHIP MAPPING FOR START-UPS/SMES, 2022	173
9.6	COMPETITIVE SCENARIO	174
TABLE 168	KEY PRODUCT LAUNCHES AND APPROVALS, JANUARY 2019- AUGUST 2022	174
9.6.1	DEALS	175
TABLE 169	DIGITAL THERAPEUTICS MARKET: DEALS, JANUARY 2019 - AUGUST 2022	175
9.6.2	OTHER DEVELOPMENTS	176
TABLE 170	DIGITAL THERAPEUTICS MARKET: OTHER DEVELOPMENTS, JANUARY 2019 - AUGUST 2022	176
10	COMPANY PROFILES	177
10.1	KEY PLAYERS	177
	(Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*	
10.1.1	NOOM	177
TABLE 171	NOOM: BUSINESS OVERVIEW	177
10.1.2	TELADOC HEALTH	180
TABLE 172	TELADOC HEALTH: BUSINESS OVERVIEW	180
FIGURE 33	TELADOC HEALTH: COMPANY SNAPSHOT (2021)	180
10.1.3	OMADA HEALTH	183
TABLE 173	OMADA HEALTH: BUSINESS OVERVIEW	183
10.1.4	WELLDOC	186
TABLE 174	WELLDOC: BUSINESS OVERVIEW	186
10.1.5	PEAR THERAPEUTICS	189
TABLE 175	PEAR THERAPEUTICS: BUSINESS OVERVIEW	189
10.1.6	COGNIFIT	194
TABLE 176	COGNIFIT: BUSINESS OVERVIEW	194
10.1.7	GINGER	196
TABLE 177	GINGER: BUSINESS OVERVIEW	196
10.1.8	PROPELLER HEALTH	198
TABLE 178	PROPELLER HEALTH: BUSINESS OVERVIEW	198
10.1.9	2MORROW	199
TABLE 179	2MORROW: BUSINESS OVERVIEW	199
10.1.10	CANARY HEALTH	201
TABLE 180	CANARY HEALTH: BUSINESS OVERVIEW	201
10.1.11	CLICK THERAPEUTICS	203
TABLE 181	CLICK THERAPEUTICS: BUSINESS OVERVIEW	203
10.1.12	AKILI	205
TABLE 182	AKILI: BUSINESS OVERVIEW	205
10.1.13	WELLTHY THERAPEUTICS	207
TABLE 183	WELLTHY THERAPEUTICS: BUSINESS OVERVIEW	207
10.1.14	COGNOA	209
TABLE 184	COGNOA: BUSINESS OVERVIEW	209
10.1.15	TWILL	211

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TABLE 185	TWILL: BUSINESS OVERVIEW	211
10.1.16	KAIA HEALTH	213
TABLE 186	KAIA HEALTH: BUSINESS OVERVIEW	213
10.1.17	BETTER THERAPEUTICS	215
TABLE 187	BETTER THERAPEUTICS: BUSINESS OVERVIEW	215
10.1.18	MINDSTRONG HEALTH	217
TABLE 188	MINDSTRONG HEALTH: BUSINESS OVERVIEW	217
10.1.19	BEHAVR	218
TABLE 189	BEHAVR: BUSINESS OVERVIEW	218
10.1.20	AYOGO	220
TABLE 190	AYOGO: BUSINESS OVERVIEW	220
10.2	OTHER PLAYERS	221
10.2.1	MINDABLE HEALTH	221
10.2.2	VIRTA HEALTH CORP	221
10.2.3	HINGE HEALTH	222
10.2.4	OREXO AB	222
10.2.5	FREESPIRA	223
*Details on Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.		
11	APPENDIX	224
11.1	DISCUSSION GUIDE	224
11.2	KNOWLEDGESTORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL	228
11.3	CUSTOMIZATION OPTIONS	230
11.4	RELATED REPORTS	230
11.5	AUTHOR DETAILS	231

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