

## **Telehealth Services in Europe - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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### **Report description:**

The Telehealth Services Market in Europe Industry is expected to grow from USD 24.5 billion in 2024 to USD 73.10 billion by 2029, at a CAGR of 24.44% during the forecast period (2024-2029).

Telehealth is significantly improving the access to healthcare, because of which the quality of medical services for citizens and widening geographical coverage with virtual consultations is increasing, even if the amount of healthcare facility locations decreases. Telehealth services are among the biggest eHealth trends in Europe, positioned second, just after patient health records in the recent Annual European eHealth Survey.

A number of Telemedicine devices are emerging such as blood pressure monitoring, weight management machines, interactive stethoscope, ENT otoscope, and general examination cameras. Increasing government funding and grants for telemedicine, a consistent need for improved healthcare quality services, and an increasing number of smartphone users have boosted the telehealth market.

The increase in the widespread infection rate of Covid-19 had imposed lockdowns and travel restrictions and has made healthcare management a necessity which in turn has given support to the adoption of online platforms for disease management. The government has taken initiatives to develop mobile health applications and promote online platforms to manage the pandemic also drive the market growth during COVID-19.

Europe Telehealth Service Market Trends

Rapid Increase in Chronic Diseases

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A rapid increase in the number of patients suffering from several chronic diseases such as diabetes, cancer, Alzheimer's, and cardiovascular diseases has been observed in Europe. These chronic diseases require a long-term patient monitoring service which is offered by telehealth.

There is a shortage of medical professionals and a growing preference for remote healthcare management of chronic conditions. According to the statistics each year the number of new cancer cases in Europe is over 3.7 million which is around one-quarter of total cancer cases in the world, whereas the population of Europe is one-eighth of the total world's population.

Additionally, telehealth services help to enhance patient engagement activities and bridge the gap between patients & healthcare providers. This kind of service reduces the hassles of scheduling appointments, eliminates the need for an in-person consultation, and thereby, reduces the care expenses and unnecessary costs which in turn is expected to drive the growth of the Europe telehealth market in the forthcoming years.

#### Adoption of mHealth applications

The mHealth segment holds the highest revenue share of 34.4% in the telehealth segment.

There has been an increase in the number of mHealth apps for health, medical and wellness applications and the number of smartphone users in Europe. Additionally, there has been a high adoption of mobile healthcare applications and constant mobile app improvements with better functionality by the manufacturers also drive the growth of this market.

Increasing adoption of mobile healthcare applications for disease management, remote patient monitoring, medication management, patient tracking, women's health, fitness and wellness, and personal health record management among others is also expected to drive the segment growth.

The growing benefit of telehealthcare technology especially in non-emergency and where direct or face-to-face interaction of patient and provider interactions are not required also anticipated to drive the segment growth. Increasing preference for telehealthcare services among the medical professionals and patients to improve access to care in remote locations and reduce the risk of direct transmission of infectious pathogens are also anticipated to support the growth.

#### Europe Telehealth Service Industry Overview

The telehealth service in Europe is moderately fragmented with some major players like AMD Global Telemedicine Inc., Kry, Doctolib, Immedicare. The growth of services like EMR and PACS have been gaining importance in Europe in telehealth field. The rise in old age population and chronic diseases ailments opens a challenging market in Europe.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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