

Clinical Perinatal Software Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032

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Report description:

The global clinical perinatal software market was valued at USD 277.2 million in 2023 and is projected to grow at a CAGR of 9.9% from 2024-2032. Several key trends are driving the market's dynamic growth. The integration of artificial intelligence (AI) and machine learning (ML) into perinatal software systems enhances predictive analytics and risk assessments, improving outcomes for mothers and fetuses. Additionally, the adoption of cloud-based solutions is rising, offering scalability, accessibility, and real-time data sharing, crucial for collaborative care during the perinatal phase. This shift supports remote monitoring and telehealth, enabling continuous care for expectant mothers in remote regions.

The overall clinical perinatal software industry is classified based on the product type, deployment mode, application, end-use, and region.

The market is segmented by product type into integrated and standalone solutions. In 2023, the integrated segment led the market with USD 168.0 million in revenue. This segment is expected to expand rapidly due to the demand for seamless workflow integration and technological advancements, including EHR, billing systems, PACS, AI, and data analytics. Enhanced software capabilities lead to more accurate predictions and tailored treatment plans, increasing adoption in maternity care. For instance, in January 2024, Pediatrix Medical Group adopted Sonio, a cloud-based, AI-driven prenatal care service, streamlining workflows and improving clinical outcomes.

By deployment mode, the market features on-premises and cloud-based solutions. The on-premises segment leads the market and is projected to grow at a CAGR of 9.3% during the forecast period. This preference is driven by heightened data security and privacy concerns, with healthcare institutions favoring direct control over sensitive patient data to meet stringent regulations like HIPAA. The on-premises model also offers enhanced customization and seamless integration with existing hospital systems.

In 2023, North America accounted for USD 103.7 million in revenue from the clinical perinatal software market, with robust growth projections. Factors such as a well-structured healthcare system and high healthcare spending drive this regional market's expansion. Data from the Centers for Medicare and Medicaid Services (CMS) suggests that U.S. healthcare spending could surpass USD 7.2 trillion by 2031, nearing 20.0% of the GDP. Perinatal birth rates in the region are influenced by various factors, including maternal age and health conditions.

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