

United States Digital Therapeutics Market By Product (Software, Device), By Sales Channel (B2B, B2C), By Application (Preventive Applications, Treatment Applications), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-08-31 | 85 pages | TechSci Research

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Report description:

Market Overview

United States Digital Therapeutics Market has valued at USD 1.58 Billion in 2024 and is expected to reach USD 5.41 billion by 2030 with a CAGR of 22.77% during the forecast period. Digital Therapeutics, often abbreviated as DTx, refers to software-driven evidence-based therapeutic interventions to prevent, manage, or treat a medical disorder or disease. These innovative interventions are designed to mirror effective treatment options, often complementing medications, devices, or other therapy forms. By leveraging cutting-edge technology, DTx products facilitate therapeutic changes in patient behavior, empowering individuals to take an active role in their own health outcomes. This emerging field of digital therapeutics provides clinicians with a diverse range of improved treatment options, enabling personalized care and addressing a broad spectrum of conditions. With the potential to revolutionize healthcare delivery, digital therapeutics hold promise in transforming the way we prevent and manage diseases, ultimately enhancing patient well-being and overall healthcare outcomes.

Key Market Drivers

Rising Prevalence of Chronic Diseases

The rising prevalence of chronic diseases in the United States is expected to significantly boost the demand for digital therapeutics. More people than ever are falling victim to long-term health problems such as diabetes, heart disease, and various forms of cancer. Many of these conditions require ongoing, often complex management, which can be difficult and expensive to maintain. Digital therapeutics, or software-generated therapies, offer a promising solution to this issue. They provide easy-to-use, cost-effective treatment options that can be accessed from the comfort of one's own home. These digital solutions allow patients to manage their conditions with greater independence and flexibility, reducing the need for frequent hospital visits. Furthermore, digital therapeutics offer personalized therapy, giving patients the opportunity to tailor their treatment to their specific needs. This level of personalization has been shown to increase patient engagement and adherence to treatment, which in turn improves

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outcomes. Consequently, as the prevalence of chronic diseases continues to rise, so too will the demand for digital therapeutics. This innovative field holds great potential for transforming the way we approach chronic disease management in the United States.

Key Market Challenges

Data Security Concerns

Data security concerns are expected to dampen the demand for Digital Therapeutics in the United States. Digital Therapeutics, although highly beneficial in providing remote health services, are vulnerable to cyber-attacks and data breaches. The health records and personal information of patients, stored on digital platforms, pose an appealing target for cyber criminals. Data breaches in the health sector can lead to the sensitive patient information falling into the wrong hands, leading to potential misuse. The growing number of such cyber incidents is causing apprehension among users and is likely to deter potential adopters of digital therapeutics. Furthermore, the regulatory standards for digital health products, including data security protocols, are still evolving and lack comprehensive coverage. This lack of clarity fuels unease around the use of digital therapeutics. Additionally, many digital therapeutics companies are startups with limited resources to invest in robust security measures. Considering these issues, unless significant measures are taken to address data security, we can expect a decrease in the demand for Digital Therapeutics in the United States.

Key Market Trends

Adoption of AI and Data Analytics in Healthcare

The adoption of AI and data analytics in the healthcare sector has been transformative, and its impact is anticipated to significantly bolster the demand for Digital Therapeutics (DTx) in the United States. AI's capabilities of predictive analytics and pattern recognition, coupled with comprehensive data analysis, allow for personalized and efficient healthcare solutions that integrate seamlessly with patients' daily lives. This increases patient engagement and adherence to treatment plans, which are key drivers for the success of DTx. Moreover, with the rise in chronic diseases like diabetes and mental health disorders, there's a pressing need for continual care and management, areas where DTx excel. The benefits of remote monitoring and intervention, facilitated by DTx, are even more prominent now, considering the pandemic's emphasis on social distancing. Furthermore, the US healthcare system's shift towards value-based care signifies those cost-effective solutions like DTx, which demonstrate high efficacy without the high cost of traditional treatment methods, are likely to experience increased demand. In conclusion, the synergy of AI, data analytics, and evolving healthcare trends in the United States augurs well for the growth of the DTx sector.

Key Market Players

- Noom Inc.
- Omada Health Inc.
- WellDoc, Inc.
- Pear Therapeutics Inc.
- Proteus Digital Health Inc.
- Resmed, Inc. (Propeller Health)
- Akili Interactive Labs, Better Therapeutics
- 2Morrow Inc.
- Ginger, Fitbit Inc. (Twin Health Inc.)
- Livongo Health, Inc.

Report Scope:

In this report, the United States Digital Therapeutics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- United States Digital Therapeutics Market, By Product:
 - o Software
 - o Device
- United States Digital Therapeutics Market, By Sales Channel:
 - o B2B
 - o B2C

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□ United States Digital Therapeutics Market, By Application:

- o Preventive Applications
- o Treatment Applications

□ United States Digital Therapeutics Market, By Region:

- o Northeast Region
- o Midwest Region
- o West
- o South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Digital Therapeutics Market.

Available Customizations:

United States Digital Therapeutics Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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