Digital Health Market by Offering (Hardware(Wearables, Implants), Apps (Telehealth (RPM), DTx, Patient Portals, Pharmacy)), Disease (Diabetes, CVS, Mental Health), Use Case (Treatment, Monitoring, Rehab & Recovery), End User, and Region - Global Forecast to 2030

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Report description:

The global digital health market is projected to reach USD 573.5 billion by 2030 from USD 199.1 billion in 2025, at a high CAGR of 23.6% during the forecast period. The market is advancing steadily, propelled by the increasing demand for value-based care, the rising burden of chronic diseases, and a growing emphasis on preventive healthcare. With aging populations and escalating healthcare costs, providers and payers are turning to digital tools to improve care outcomes while optimizing resource utilization.

https://www.marketsandmarkets.com/Images/digital-health-market-Overview.webp

Solutions such as remote patient monitoring, digital therapeutics, and mobile health apps are playing a critical role in enabling continuous, at-home care, especially for chronic conditions like diabetes, hypertension, and heart disease. The market is further supported by expanding insurance coverage for digital interventions, strong consumer interest in health tracking, and innovation from both medtech and big tech players. Despite this momentum, the sector faces persistent challenges, chief among them are concerns over data security and privacy, regulatory uncertainty for emerging digital therapeutics, and the digital divide that limits access for elderly and low-income populations. These barriers must be addressed to fully realize the potential of digital health in delivering scalable, equitable, and high-quality care.

"Mental & behavioral health under the disease segment is expected to register the fastest growth during the forecast period."
In 2024, mental & behavioral health emerged as the fastest-growing segment of the digital health market. This is due to the rising

awareness of mental well-being, increasing prevalence of stress, anxiety, and depression, and the reduced stigma around seeking help. The expansion of telepsychiatry, therapy apps, and AI-driven mental health platforms provides accessible, affordable, and confidential support, while integration with wearable devices and remote monitoring allows real-time tracking of behavioral patterns. These factors, combined with employer wellness programs and supportive healthcare policies, are driving rapid adoption and market expansion in this segment.

"The patients & consumers segment is projected to dominate the digital health market, by end user, during the forecast period."

In 2024, patients & consumers was the fastest-growing end-user segment in the digital health market. This is because of increasing health awareness, rising smartphone and wearable adoption, and the demand for personalized, on-demand healthcare solutions. Digital health apps, telemedicine platforms, and remote monitoring tools empower individuals to actively manage their health, access care anytime, and track vital signs or lifestyle metrics in real time. The shift toward preventive care, convenience-focused healthcare delivery, and self-management of chronic conditions has made patients and consumers the most dynamic growth driver in the market.

"Asia Pacific to witness the highest growth rate during the forecast period."

The Asia Pacific region is expected to register the fastest growth in the digital health market over the forecast period. Government initiatives promoting telemedicine, electronic health records, and AI-driven healthcare, combined with rising healthcare investments and expanding private sector participation, are accelerating adoption. Companies such as Halodoc (Indonesia) raised USD 100 million (in 2023), bringing its total to USD 258 million, with over 20 million monthly users on its platform.

Government-led initiatives such as India's Ayushman Bharat Digital Mission (ABDM) is building a national digital health infrastructure, spanning EHRs, citizen health IDs, and analytics. In addition, strong private sector participation, increasing venture capital investments, and strategic partnerships between technology companies and healthcare providers are fueling innovation.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the authentication and brand protection marketplace. The break-down of primary interviews is as mentioned below:

- By Company Type - Tier 1: 31%, Tier 2: 28%, and Tier 3: 41%
- By Designation - C-level: 31%, Director-level: 25%, and Others: 44%
- By Region - North America: 32%, Europe: 32%, Asia Pacific: 26%, Middle East & Africa: 5%, Latin America: 5%

Key Players in the Digital Health Market

The key players operating in the digital health market include Medtronic (Ireland), Abbott (US), OMRON Healthcare, Inc. (Japan), Koninklijke Philips N.V. (Netherlands), Apple Inc. (US), Fitbit (US), Dexcom, Inc. (US), Boston Scientific Corporation (US), Masimo (US), Teladoc Health, Inc. (US), American Well (US), Hims & Hers Health, Inc. (US), Headspace (US), Noom, Inc. (US), Cerebral Inc. (US), Epic System Corporation (US), Omada Health Inc. (US), ORACLE (US), Click Therapeutics (US), Welldoc, Inc. (US), EverlyWell (US), TruDoc Healthcare LLC (UAE), CareSimple Inc. (US), VivaLNK, Inc. (US), Biobeat (Israel), and Virtual Therapeutics Corp. (US).

Research Coverage:

The report analyzes the digital health market and aims to estimate the market size and future growth potential of various market segments, based on offering, disease, use case, end user, and region. The report also provides a competitive analysis of the key players operating in this market, along with their company profiles, product offerings, recent developments, and key market strategies.

Reasons to Buy the Report

This report will enrich established firms as well as new entrants/smaller firms to gauge the pulse of the market, which, in turn, would help them garner a greater share of the market. Firms purchasing the report could use one or a combination of the following strategies to strengthen their positions in the market.

This report provides insights into:

- Analysis of key drivers (Increasing penetration of smartphones, tablets, and other mobile platforms, Rising geriatric population and subsequent increase in prevalence of chronic diseases, Rising focus on patient-centric healthcare solutions, Increase in the use of wearables, Advancements in AI, Sensors & Connectivity (5G and 6G), Growth of AI-Powered Virtual Assistants and Chatbots), restraints (Interoperability issues, Low Digital Literacy in Certain Demographics), opportunities (Shift toward intelligent

health ecosystem to deliver personalized health experiences, Increasing shift towards outpatient care model, Improving regulatory support and reimbursements, Advancements in digital health), and challenges (Clinical Validation & Long-Term Efficacy, Data Privacy and security concerns) influencing the growth of the digital health market
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the digital health market
- Market Development: Comprehensive information on the lucrative emerging markets, components, deployments, technologies, applications, end users, and regions
- Market Diversification: Exhaustive information about the product portfolios, growing geographies, recent developments, and investments in the digital health market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, and capabilities of the leading players, like Medtronic (Ireland), Abbott (US), OMRON Healthcare, Inc. (Japan), Koninklijke Philips N.V. (Netherlands), and Apple Inc. (US), in the digital health market

Table of Contents:

Digital Health Market by Offering (Hardware(Wearables, Implants), Apps (Telehealth (RPM), DTx, Patient Portals, Pharmacy)), Disease (Diabetes, CVS, Mental Health), Use Case (Treatment, Monitoring, Rehab & Recovery), End User, and Region - Global Forecast to 2030

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