# Healthcare Asset Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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**Report description:**

Healthcare Asset Management Market Analysis

The Healthcare Asset Management Market size is estimated at USD 37.90 billion in 2025, and is expected to reach USD 108.54 billion by 2030, at a CAGR of 23.42% during the forecast period (2025-2030).

The growth trajectory reflects how regulatory mandates, workforce shortages, and cybersecurity expectations converge to reposition asset tracking from a cost-containment tool to a strategic pillar of digital health operations. Hospitals are looking beyond bar-code inventory toward connected platforms that streamline compliance with the FDA's 2024 device-security guidance, an obligation that can consume 5% or more of a manufacturer's annual revenue. Demand also ties directly to nursing-staff constraints; shrinking clinical capacity magnifies the value of systems that free caregivers from locating equipment and instead let them focus on patient outcomes. In parallel, predictive analytics embedded in tags move maintenance from reactive to anticipatory, trimming downtime and extending asset life. Taken together, these forces enable a healthcare asset management market environment in which hospitals, pharma plants, and laboratories regard integrated visibility, cybersecurity, and analytics as non-negotiable features rather than optional add-ons.

Global Healthcare Asset Management Market Trends and Insights

Rising demand for RFID to curb drug counterfeiting

Pharmaceutical counterfeiting drains an estimated USD 200 billion from the global economy each year, prompting regulators to impose serialisation and pedigree requirements that make end-to-end visibility indispensable. Under the U.S. Drug Supply Chain Security Act, drug makers, wholesalers, and dispensers must prove product provenance at every hand-off. RFID with cryptographic authentication now underpins most of these deployments because it combines item-level identification with real-time environmental monitoring, a necessity for temperature-sensitive biologics. Semiconductor shortages since 2024 lifted tag prices by up to 20%, yet organisations still invest because non-compliance fines and recall costs far exceed hardware spending. Vendors such as SATO have introduced sterilisation-resistant tags that deliver both authentication and workflow efficiency in one process step. These factors underpin the 26.8% CAGR projected for pharmaceutical and biotech manufacturing customers between 2025 and 2030.

Efficiency pressures from nursing-staff shortages

Nursing vacancy rates above 15% in major urban hospitals leave care teams stretched and force administrators to squeeze every efficiency gain possible from support technology. Studies reveal that nurses spend over one-fifth of each shift searching for missing equipment; RTLS implementations that cut search time by more than 90% therefore provide a direct labour dividend that keeps beds staffed without adding headcount. British facilities have demonstrated time reductions from 60 minutes to 10 minutes per device, translating into heightened patient-safety scores and improved staff retention. Advanced deployments now combine BLE badges, panic buttons, and predictive analytics that stage equipment on units before clinicians request it, easing workflow strain and boosting satisfaction.

Data-privacy and cybersecurity concerns

Average breach costs in healthcare reached USD 9.77 million per incident in 2024, making security risk a material deterrent to rapid roll-outs. The FDA's 2024 draft guidance urges stronger pre-market security testing, compelling buyers to fund encryption, network segmentation, and continuous monitoring before go-live. Many hospitals, therefore, begin with on-premises deployments or air-gapped networks that limit data flow to the cloud, trading some analytics capability for risk reduction. Legacy devices without secure firmware further complicate integrations, extending project timelines and inflating budgets.

Other drivers and restraints analyzed in the detailed report include:

Patient-safety regulations (UDI, EU-MDR) / AI-based predictive maintenance embedded in tags / High upfront RTLS/RFID infrastructure cost /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

RFID accounted for 56.2% of 2024 revenue, underlining decades of protocol maturity and robust supply chains that made the technology the default for drug inventory and surgical kit tracking. The healthcare asset management market size for RFID was USD 21.3 billion in 2024, showing how deeply the modality is entrenched at point-of-care cabinets and central sterile processing. Yet software-defined workflows increasingly require location, not just identity. Real-Time Location Systems leveraging BLE, Wi-Fi, and ultra-wideband are therefore forecast to compound at 28.1% CAGR to 2030, eating into static RFID growth.

A second growth phase emerges as vendors collapse RFID and RTLS into multi-mode tags that pivot between passive ID and real-time telemetry, a design that preserves prior capital investment while enabling richer analytics. Deployments at paediatric-care centres demonstrate this twin-mode value: passive RFID limits shrinkage of high-value drugs, while RTLS ensures infusion pumps circulate where patient acuity is highest. Hardware still dominates spending because tags, gateways, and exciters blanket entire campuses; however, the profit pool is shifting toward platform licences that unite device identity, location, and utilisation into one dashboard. As this convergence proceeds, the healthcare asset management market will likely regard single-mode offerings as a niche.

Hardware captured 62.4% of 2024 sales thanks to ongoing purchases of millions of tags, readers, and ceiling-mounted beacons. Even so, services are pacing ahead with a 25.6% CAGR as hospitals pivot from capital expense toward managed outcomes. Under subscription agreements, vendors guarantee uptime, firmware currency, and regulatory-ready audit logs, freeing IT teams to focus on patient-facing initiatives. The healthcare asset management market size tied to services is forecast to reach USD 32.6 billion by 2030, pointing to a maturation cycle where infrastructure becomes ubiquitous and differentiation shifts to consultative optimisation.

Professional and managed services also address the hardest obstacles-change management, systems integration, and cybersecurity accreditation-that no amount of shelf hardware alone can solve. Service contracts typically bundle remote device health checks, algorithm updates, and compliance documentation generation, costs that spread evenly across multi-year terms and match reimbursement cycles. Hospitals increasingly justify deals by showing that avoided nursing overtime, faster bed turnover, and reduced device rentals offset monthly subscription fees.

Healthcare Asset Management Market is Segmented by Technology (RFID, Real-Time Location Systems, and More), Component (Hardware, Software, and Services), Application (Equipment and Device Tracking, Inventory/Supply-Chain Management, and More), End-User (Hospitals and Clinics, Laboratories and Diagnostic Centers, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America held 37.8% of 2024 revenue, sustained by the United States' comprehensive serialisation law, a mature EHR backbone, and rising incidents of medical device cyber threats that favour integrated, secure platforms. Canadian provinces are adopting similar policies, while Mexican private-sector hospitals invest in asset tracking to retain medical tourists and satisfy U.S. insurer audits. Government reimbursement models that penalise safety lapses make traceability a board-level metric, further supporting healthcare asset management market adoption across the region.

Asia-Pacific is the fastest-growing area with a 22.5% CAGR expected through 2030. Public-hospital construction programmes in China, India, and Southeast Asia enable greenfield deployments that skip legacy bar-code steps and implement RFID-RTLS convergence from day one. Many of these facilities integrate asset management with national digital-health clouds, allowing real-time drug authentication across regional supply chains. As capital investment aligns with universal health-coverage goals, vendors report multi-year master contracts covering hundreds of new hospitals.

Europe shows steady uptake led by the EU-MDR mandate, EUDAMED database roll-outs, and national sustainability targets that favour lifecycle optimisation. Germany and the United Kingdom drive early deployments, but funding mechanisms in Eastern Europe are catching up as structural funds emphasise digital transformation. Cybersecurity expectations anchored in GDPR elevate demand for on-premises or hybrid clouds with local data residency, nudging platform suppliers to broaden configuration options. With Brexit adding customs complexity for cross-channel medical trade, British providers rely on traceability to avoid port delays and product waste.

List of Companies Covered in this Report:

Stanley Healthcare (Stanley Black & Decker) / CenTrak Inc. / AiRISTA Flow Inc. / GE HealthCare Technologies Inc. / IBM Corporation / Infor Inc. / Motorola Solutions Inc. / Siemens Healthineers AG / Accenture plc / Sonitor Technologies AS / Zebra

Technologies Corporation / Johnson Controls (Tyco International) / Honeywell International Inc. / Impinj Inc. / Alien Technology LLC / HID Global Corporation / Ascom Holding AG / Midmark Corporation (Versus RTLS) / Trimble Inc. (Atrius) / Cerner Corporation (Oracle Health) / TagMaster AB / Radianse LLC / Kontakt.io Inc. / Litum IoT Technologies / Elpas Ltd. (Securitas) /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /
3 months of analyst support / </ul>

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