

Clinical Analytics Market by Offering (Raw Data, Platform), Source (EHR, Trials, Claims, RWE), Use Case (CDSS, RPM, PHM, R&D, Pharmacovigilance, Precision Medicine, Regulatory), End User (Hospital, Payer, Pharma, Medtech), Region - Global Forecast to 2030

Market Report | 2025-10-29 | 495 pages | MarketsandMarkets

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Report description:

The clinical analytics market was valued at USD 33.09 billion in 2025 and is estimated to reach USD 81.32 billion by 2030, registering a CAGR of 19.7% during the forecast period. Market growth is driven by the explosion of clinical data, fueled by the widespread adoption of EHRs, connected medical devices, and remote monitoring solutions, creating a pressing need for advanced analytics capabilities. Advances in AI, machine learning (ML), and high-performance computing are enabling faster and more accurate data processing, unlocking actionable insights from complex datasets. Growing regulatory openness to real-world evidence (RWE) is further accelerating adoption, as healthcare organizations increasingly leverage analytics to support clinical trials, treatment planning, and value-based care models. Additionally, the shift toward personalized and precision medicine is driving demand for patient-specific analytics to optimize diagnostics, treatment selection, and outcomes. The increasing need for real-time clinical decision-making is reinforcing the role of clinical analytics as a critical tool for improving patient safety, reducing errors, and enhancing the overall efficiency of care delivery.

<https://mnmimg.marketsandmarkets.com/Images/clinical-analytics-market-overview.webp>

Based on the data source, the EHR segment is expected to record significant growth in the clinical analytics market during the forecast period.

A key driver for the significant growth of the EHR segment in the clinical analytics market is the increasing adoption of electronic health records as the primary source of structured and unstructured patient data used for advanced analytics and decision

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support. EHR systems capture a wide range of clinical information including patient demographics, medical history, diagnostics, treatment plans, and outcomes-making them a critical foundation for real-time insights and predictive modeling. The rising emphasis on interoperability and standardized data exchange, supported by regulations such as the US 21st Century Cures Act and global digital health initiatives, further accelerates the integration of EHR data into clinical analytics platforms. As healthcare providers and payers increasingly rely on data-driven strategies to improve care quality and operational performance, EHR systems enable more accurate risk stratification, early disease detection, and personalized treatment planning, fueling their strong market growth.

Based on the offering, the raw data segment is expected to hold a significant share in the clinical analytics market for 2024. Driven by the growing need for comprehensive, high-quality data to support accurate insights and predictive analytics, the raw data segment is expected to hold a significant share in the clinical analytics market for 2024. Raw clinical data from sources such as EHRs, laboratory systems, imaging devices, and patient monitoring tools form the foundation for advanced analytics, enabling healthcare organizations to identify trends, assess population health, and make informed decisions. The increasing adoption of data-driven strategies and initiatives to standardize and integrate diverse healthcare datasets further fuels the demand for raw data as a critical input for analytics platforms. □

The Asia Pacific market accounted for the fastest growth in the clinical analytics market for the forecast period. A key driver for the rapid growth of the Asia Pacific clinical analytics market is the increasing adoption of digital health technologies, including EHRs, telemedicine, and AI-powered analytics solutions, by healthcare providers seeking to improve patient outcomes and operational efficiency. The region is witnessing rising healthcare expenditure, growing government initiatives to promote smart hospitals and healthcare digitization, and expanding investments in health IT infrastructure, particularly in countries like China, India, and Japan. Additionally, the rising prevalence of chronic diseases, aging populations, and a growing focus on value-based care are driving demand for data-driven insights, predictive analytics, and population health management solutions, further accelerating market growth in the Asia Pacific region.

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the clinical analytics market.

The breakdown of primary participants is as mentioned below:

- By Company Type - Tier 1 (41%), Tier 2 (31%), and Tier 3 (28%)
- By Designation - C Level (44%), Directors (31%), and Others (25%)
- By Region - North America (45%), Europe (28%), Asia Pacific (20%), Latin America (4%), Middle East & Africa (3%)

Key Players in the Clinical Analytics Market

Prominent players in the clinical analytics market include Optum, Inc. (UnitedHealth Group) (US), Epic Systems Corporation (US), GE HealthCare (US), Siemens Healthineers (Germany), Oracle Health Sciences (US), McKesson Corporation (US), Veradigm LLC (US), IQVIA (US), Cotiviti Inc. (US), Health Catalyst (US), Cognizant (US), Koninklijke Philips N.V. (Netherlands), Dassault Systemes (France), Athenahealth, Inc. (US), Veeva Systems (US), ICON plc (Ireland), eClinicalWorks (US), Accenture (Ireland), CVS Health (US), Inovalon (US), WNS (Holdings) Ltd. (UK), Merative (US), SOPHiA GENETICS (Switzerland), F. Hoffmann-La Roche Ltd (Roche)(FLATIRON HEALTH) (US), SAS Institute, Inc. (US).

Market players are focusing on organic as well as inorganic growth strategies such as product launches and enhancements, investments, partnerships, collaborations, joint ventures, funding, acquisitions, expansions, agreements, contracts, and alliances to broaden their offerings, cater to the unmet needs of customers, increase profitability, and expand their presence in the global market.

The study includes an in-depth competitive analysis of these key players in the clinical analytics market, with their company

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profiles, recent developments, and key market strategies.

Research Coverage

- The report studies the clinical analytics market based on offering, data source, use case, end user, and region.
- The report analyzes factors (such as drivers, restraints, opportunities, and challenges) affecting market growth.
- The report evaluates the opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders.
- The report studies micro-markets with respect to their growth trends, prospects, and contributions to the global clinical analytics market.
- The report forecasts the revenue of market segments with respect to five major regions.

□

Reasons to Buy the Report

The report can help 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. Firms purchasing the report could use one or a combination of the following five strategies.

This report provides insights into the following pointers:

- Analysis of key drivers (healthcare data from diverse sources fuels advanced analytics and deeper insights, Payers and providers use outcome metrics to enhance population health and care quality, value-based care & reimbursement pressure, explosion of clinic macro dynamic industry and compute, adoption of cloud & modern data platforms, regulatory openness to RWE, shift toward personalized and precision medicine, increasing need for real-time clinical decision-making), restraints (data privacy & regulatory constraints, data quality & standardization issues, high implementation cost & unclear ROI), opportunities (analytics for decentralized & hybrid clinical trials, edge & on-device analytics for remote monitoring), and challenges (model validation & clinical evidence, biased training data, vendor lock in & migration risk.) influencing the industry macro dynamics of clinical analytics market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and product launches in the clinical analytics market.
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes clinical analytics across varied regions.
- Market Diversification: Exhaustive information about products, untapped regions, recent developments, and investments in the clinical analytics market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the clinical analytics market.

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