



## GLOBAL HEALTHCARE APP MARKET SCOPE

Global Healthcare App Market by Type (Disease & Treatment Management, Wellness Management and Others), Application (Treatment Services, Monitoring Services, Fitness Solutions, Diagnostic services and Others), Market Place (Google Play store, Apple App Store and Others) and Region (North America, Europe, Asia Pacific, Latin America, and Middle East and Africa) - Market Opportunity Assessment, Trend, and Forecast till 2028



## MARKET DRIVERS

- Rise in the general awareness about health and fitness has led to a surge in the use of healthcare apps in the population
- Growing number of people suffering from chronic illnesses and the need for constant monitoring of such patients
- Constant innovation in user interface and use of modern technology in the healthcare app industry to drive the market



## MARKET RESTRAINTS

- Lack of reliable digital framework and concerns regarding the protection/security of private data of the users to hinder growth of the market



## RECENT DEVELOPMENTS

- In January, 2021, Boston Scientific, a medical technology company acquired Preventice Solutions, a leading manufacturer of wearable patches that monitor cardiac arrhythmias remotely, for an estimated value of USD 925 million.
- In April, 2020, the Arogya Setu app was launched in India by the PMO to keep a track on the number of COVID-19 cases and number of vaccinations done in the country.



## SOME OF THE KEY PLAYERS



**CAGR**

**15.7%**

(2021-2028F)



Market Revenue (USD Bn)

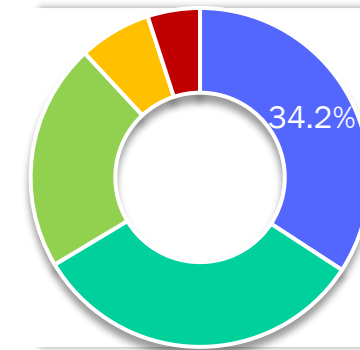
34.7

2021

96.3

2028F

REGIONAL Share (%  
2028F)



- North America
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa