The Digital Health market encompasses a wide array of digital health offerings – from health-related smartphone applications to wearable devices, with AI-powered virtual assistant technology emerging as a key innovation.

As reported by the WHO, "Digital health will be valued and adopted if it is accessible and supports equitable and universal access to quality health services; enhances the efficiency and sustainability of health systems in delivering quality, affordable and equitable care, and strengthens and scales up health promotion, disease prevention, acute, chronic, mental health, rehabilitation and palliative care, including before, during and after an epidemic or pandemic, in a system that respects the privacy and security of patient health information." 1

As noted by CB Insights, significant investments are being made in digital health and, in particular, telehealth and AI applications. 2

As reported by Time, “The Coronavirus Outbreak Could Finally Make Telemedicine Mainstream in the U.S.” 3 Similar adoption of telemedicine is occurring throughout the world.

*CA GR = compound annual growth rate

26.29% from 2019 to 2029. As reported by PitchBook, “Teledentistry startups in the US are experiencing a surge in demand amid the coronavirus pandemic or pandemic, in a system that respects the privacy and security of patient health information.”

25.2% CA GR

The global telehealth market was $61.40 billion in 2019 and is expected to reach $559.52 billion by 2027 (25.2% CA GR). As reported by CB Insights, “The relatively cheaper cost and unprecedented need for telehealth, owing to the massive penetration of smartphones, is making it the new frontier of care.”

Most respected in various markets.

The global digital health market encompasses a wide array of digital health offerings – from health-related smartphone applications to wearable devices, with AI-powered virtual assistant technology emerging as a key innovation. As reported by MarketWatch, "mHealth is being globally embraced as the most effective technology and is witnessing increased adoption... throughout the globe. North American and European dominate the market, with $674.2 billion in 2020 (28.3% CA GR) and $569.5 billion in 2029 (28.3% CA GR) respectively. 4,5 The relatively cheaper cost and unprecedented need for telehealth, owing to the massive penetration of smartphones, is making it the new frontier of care. 6

As noted by CB Insights, “The relatively cheaper cost and unprecedented need for telehealth, owing to the massive penetration of smartphones, is making it the new frontier of care.”

practical implications.

As noted by CB Insights, "Telemedicine startups in the US are experiencing a surge in demand amid the coronavirus pandemic or pandemic, in a system that respects the privacy and security of patient health information.”

As reported by Time, “The Coronavirus Outbreak Could Finally Make Telemedicine Mainstream in the U.S.” Similar adoption of telemedicine is occurring throughout the world.

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The global wellness market was $61.40 billion in 2019 and is expected to reach $559.52 billion by 2027 (25.2% CA GR). As noted by CB Insights, “The relatively cheaper cost and unprecedented need for telehealth, owing to the massive penetration of smartphones, is making it the new frontier of care.”

As reported by Time, “The Coronavirus Outbreak Could Finally Make Telemedicine Mainstream in the U.S.” Similar adoption of telemedicine is occurring throughout the world.