

Generative AI in Healthcare Market Poised for Rapid Growth with a CAGR of 31.5% by 2032

Rapid AI adoption in diagnostics, drug discovery, and telehealth drives market expansion, enhancing efficiency and patient outcomes.

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According to Research by SNS Insider, The [Generative AI in Healthcare Market](#) was valued at USD 1.7 billion in 2023 and is anticipated to reach USD 19.99 billion by 2032, expanding at a robust compound annual growth rate (CAGR) of 31.5% through the forecast period from 2024 to 2032.



The accelerating adoption of generative AI technologies is being driven by the rising demand for tailored treatment plans, advanced diagnostic techniques, and improved patient outcomes. Advanced innovations in machine learning, predictive analytics, and AI-driven drug development are reshaping the healthcare landscape, improving efficiency and accuracy in many different medical applications.

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By Application, Personalized treatment plans led the market share in the Generative AI in Healthcare Market, accounting for 25% in 2023.

Generative AI systems help in analyzing patient data, including genetic information, medical history, and lifestyle, to create highly tailored treatment regimens. This helps in improving patient outcomes and reduces trial-and-error approaches, making it a key driver in the healthcare space.

The Patient Monitoring and Predictive Analytics segment is expected to grow the fastest throughout the forecast period. As remote healthcare and telemedicine continue to evolve, the demand for real-time monitoring and predictive tools is increasing. This growth is being fueled

by the ongoing shift toward preventive healthcare, where identifying potential issues before they occur can significantly reduce costs and improve patient care.

By End-Use, Healthcare providers led the Generative AI in Healthcare Market, accounting for 40% market share in 2023.

These providers use AI to make clinical decisions, improve diagnostic precision, and personalize care for their patients. AI technologies boost the effectiveness of treatment strategies in healthcare settings while decreasing administrative overhead, thus enhancing healthcare delivery as a whole.

Companies involved in the pharmaceutical and life sciences industries boast 35% of the market, which keeps them leading innovation regarding discoveries and development of drugs. AI applications have been widely increased to reduce the discovery of the potential candidates of the drug and enhance clinical trials using predictive analytics and machine learning.

North America led the Generative AI in Healthcare Market in 2023

This is due to its strong technological structure, support from the government concerning AI initiatives, and increasing focus on data security. In North America, the United States is at the forefront of the adoption of AI in healthcare, with prevalent applications in clinical decisions, precise diagnosis, and personalized care.

Asia-Pacific is growing the fastest region in the Generative AI in Healthcare Market. Increasing healthcare spending, rapid adoption of technology, and the surge in AI-driven healthcare projects contribute to this region's growth. India's National Digital Health Mission (NDHM) is accelerating innovation by setting up a single digital health ecosystem, thus promoting demand for interoperability and predictive analytics solutions driven by AI.

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Generative AI in Healthcare Market Segmentation

By Application

- Personalized treatment plans
- Virtual patient assistance
- Patient monitoring and predictive analytics
- Medical image analysis and diagnostics
- Drug discovery and development
- Other applications

By End-use

- Healthcare providers
- Pharmaceutical and life science companies
- Healthcare payers

Key Players in Generative AI in Healthcare Market

- Epic Systems Corporation
- DiagnaMed Holdings Corp.
- Syntegra Medical Mind
- IBM Watson Health Corporation
- Google LLC
- Oracle Corporation
- Microsoft Corporation
- Nvidia Corporation
- Insilico Medicine
- Abridge AI Inc.
- ELEKS
- Persistent Systems

Table of Contents – Major Key Points

1. Introduction
2. Executive Summary
3. Research Methodology
4. Market Dynamics Impact Analysis
5. Statistical Insights and Trends Reporting
6. Competitive Landscape
7. Generative AI in Healthcare Market by Application
8. Generative AI in Healthcare Market by End-use
9. Regional Analysis
10. Company Profiles
11. Use Cases and Best Practices
12. Conclusion

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Jagney Dave

SNS Insider Pvt. Ltd

+1 315 636 4242

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