# Digital Health Market to USD 1306.30 Billion by 2032 | SNS Insider

The Digital Health Market, valued at USD 229.7 Bn in 2023, is expected to reach USD 1306.3 Bn by 2032, growing at a 20.63% CAGR from 2024 to 2032.

AUSTIN, TX, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- The SNS Insider report indicates that the [Digital Health Market](#) size was valued at USD 229.7 billion in 2023 and is expected to grow to USD 1306.30 billion by 2032, growing at a CAGR of 20.63% over the forecast period of 2024-2032.
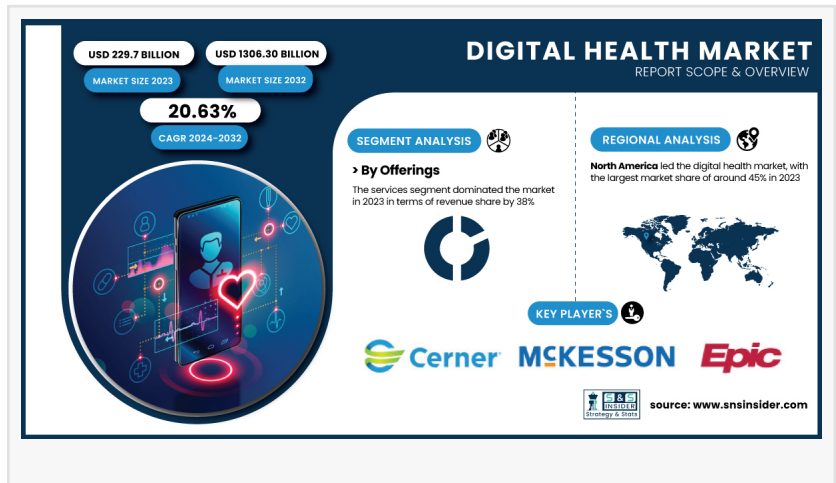
The digital health market is growing rapidly due to the rising adoption of telemedicine, mHealth applications, and healthcare wearables, offering more accessible healthcare solutions.

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Some of Major Keyplayers:

- Cerner Corporation (Cerner Millennium, PowerChart)
- IBM Watson Health (Watson for Oncology, Watson Health Cloud)
- McKesson Corporation (McKesson Connect, Pharmacy Management Solutions)
- Epic Systems (EpicCare, MyChart)
- Allscripts Healthcare Solutions (TouchWorks HER, FollowMyHealth)
- Philips Healthcare (Philips IntelliSpace, Wearable Biosensor)
- Siemens Healthineers (syngo.via,Digital Health Solutions)
- Health Catalyst (Data Operating System, Analytics Apps)
- Qualcomm Life (96North, SnapTrack)
- SAS Institute (SAS Health, Health Analytics)
- ResMed (AirSense 10, myAir)
- Medtronic (Guardian Connect, MiniMed)
- Roche Diagnostics (Accu-Chek, m-Health Solutions)

- Apple Inc. (Apple Health, ResearchKit)
- Google Health (Google Fit, DeepMind Health)
- Siemens AG (Clinical Decision Support, Digital Twin of the Patient)
- Teladoc Health (Teladoc, BetterHelp)
- Babylon Health (Babylon App, AI Symptom Checker)
- Zocdoc (Zocdoc App, Telehealth Services)
- Doximity (Doximity App, Doximity Dialer)

By Component, Software leads the market while services grow rapidly with evolving digital health technologies.

The service segment dominated the market and accounted for revenue share of more than 68% in 2023. Healthcare providers are using digital health technologies over time, most of them are dependent on support services that include cloud storage and security systems interface optimization, artificial intelligence-based analytical tools, etc.

Software segment is expected to register fastest CAGR during the forecast period, the software segment is the backbone of applications, platforms, and analytics tools that provide digital health solutions. Including telemedicine software, mhealth apps, healthcare management systems.

By Technology, Telehealthcare leads the market while mHealth grows rapidly with personalized healthcare solutions.

The technology segment dominated the market and accounted for 23% of revenue in 2023, which is facilitated by the demand for order healthcare services and virtual consultations.

The mHealth segment is anticipated to post the fastest CAGR owing to increasing smartphone and wearable adoption. As patients take a more active role in management of their personal health, mHealth apps – such as fitness and medical apps – are finding their place in providing personalized solutions and promotion of preventive and chronic-care treatment.

By Application, Chronic disease management dominates while health & fitness grows rapidly with personalized tracking solutions.

The chronic disease management segment dominated the market and held the largest market share because digital health solutions allow patients to manage their health and monitor conditions, receive alerts in real-time, and interact with healthcare providers remotely.

The health & fitness segment is anticipated to witness the fastest CAGR over the foreseen period. Growing health tracking apps and wearables to keep a track of their fitness levels and wellness will further boost the demand for personalized fitness solutions.

By End-user, Hospitals & clinics dominate while patients & consumers rapidly adopt digital health solutions.

Hospitals & clinics segment dominated the market and accounted for significant revenue share in 2023, as healthcare settings are at the forefront of adopting digital health solutions covering from electronic health records to telehealth services & health monitoring devices. The patients & consumers segment is expected to record the fastest growth during the forecast period.

Digital Health Market Segmentation:

By Offering
- Software
- Services
- Application (Apps)
- Hardware

By Technology
- mHealth
- mHealth Devices
- mHealth Apps
- Telehealth
- Telecare
- Digital Therapeutics
- Preventive Therapeutics
- Treatment Therapeutics
- Healthcare Management Systems
- EHR
- Healthcare Analytics
- E-prescribing

By Application
- Chronic Disease Management
- Behavioural Health
- Health & Fitness
- Other Applications

By End User
- Provider
- Hospitals & Clinics
- Long-term care facilities & Assisted Living
- Patients & Consumers

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North America leads the market with strong telehealth adoption and government-driven digital health growth.

North America dominated the Digital Health Market and accounted for 45% of revenue in 2023 as the market is majorly driven by high adoption of telehealth technologies and AI-driven healthcare solutions in the region along with the presence of key healthcare providers in the region. Continued growth across the region will be powered by government initiatives from telehealth reimbursement policies to support for expanded digital health infrastructure.

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