

Global Market Forecast- mobile-Health (mHealth)

Overview

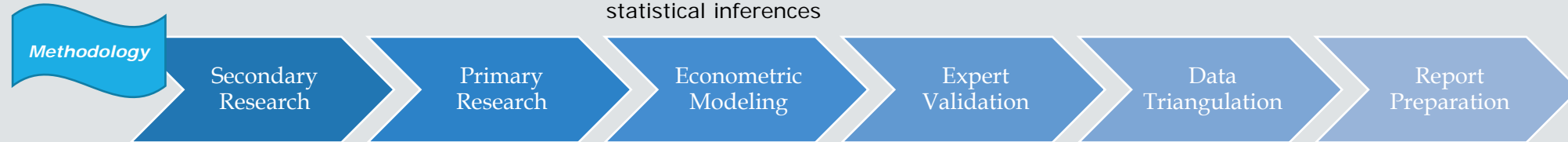
A global firm mandated Ingenious to conduct global market forecast of mobile health and identifying market dynamics

Approach

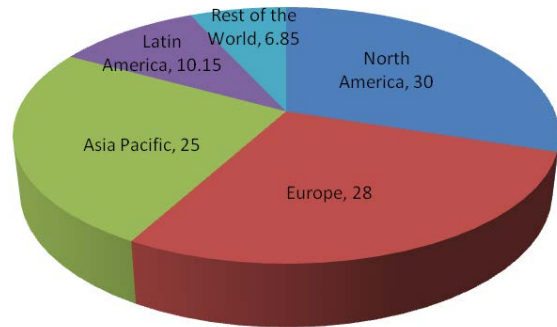
In-depth assessment of primary & secondary research data to identify the micro & macro economic indicators through casual and correlation analysis for deriving the statistical inferences

Outcome

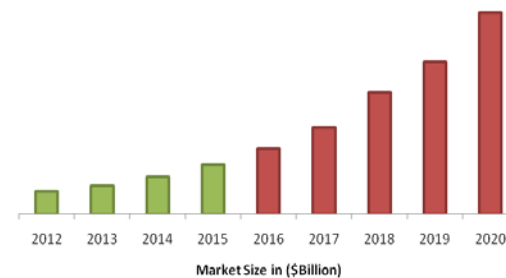
The global market for mobile Health is poised to reach \$58.8 billion by the end of 2020 at a CAGR of 32.3% between 2012 and 2020



Segmentation by Region



Global mHealth Market



mHealth Market Dynamics

Drivers

- Integration of wireless technology
- Increasing lifestyle diseases
- Cost and convenience factor
- Technological innovation
- Government Initiatives
- Affordability of Smartphone, tablets and mobile technology

Restraints

- Accuracy and technology infancy
- Weak reimbursement coverage
- Awareness amongst the ageing population
- Uncertainty in the government regulation
- Lack of proper mobile security and absence of regular encryption laws in certain countries