

# Healthcare Market Research



Healthcare is one of the evolving sectors in today's world, and exponential technologies help build the foundation of modern medicine. The past decade has witnessed several new drug discoveries and several milestone innovations in medical devices. Due to the current situation, it is essential to consider post-pandemic situations in mind before taking any steps on investment.

The market will witness a massive surge as biopharmaceutical innovators are in the front line for the human response to the global COVID-19 pandemic. A significant number of biotech firms are in the middle of the race to investigate the virus's genome and are preparing a viable vaccine.

The Fourth Industrial Revolution is transforming health and medicine due to the lightning-speed advances in genomics, genetic engineering, synthetic biology, nanotechnology, data science, AI, robotics.

So, the following is a detailed analysis of a few of the many booming sectors of healthcare. At the end of each sub-sector, insights are given from an investment point of view.

The areas that are proving to be cutting edge with the help of evolving technology are listed below:

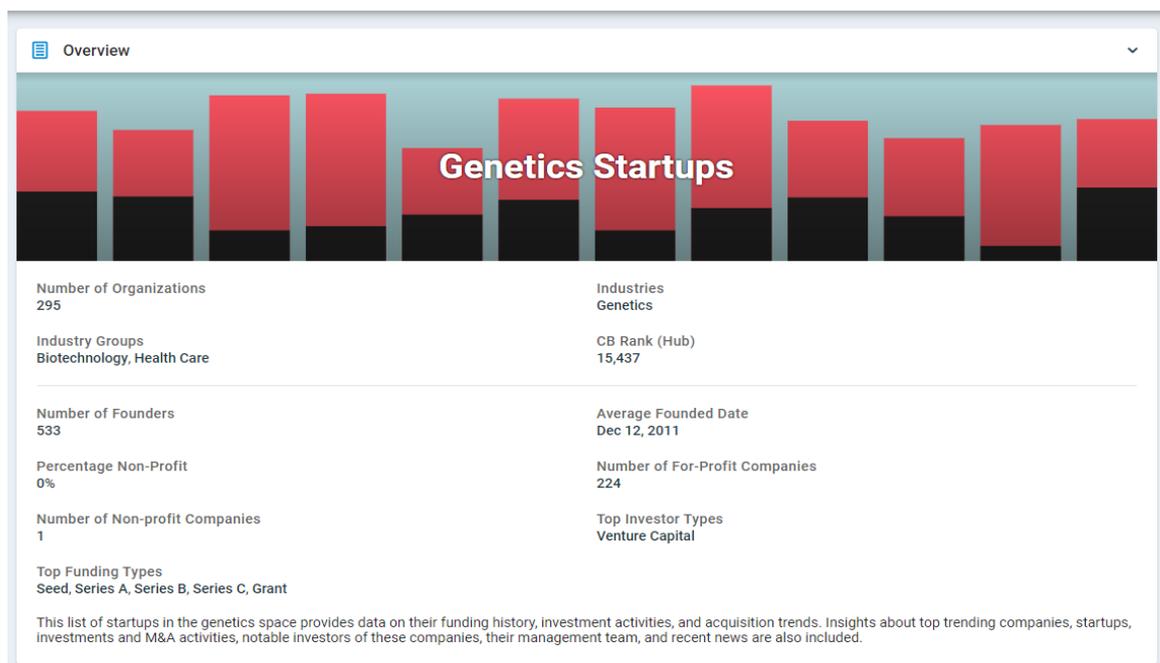
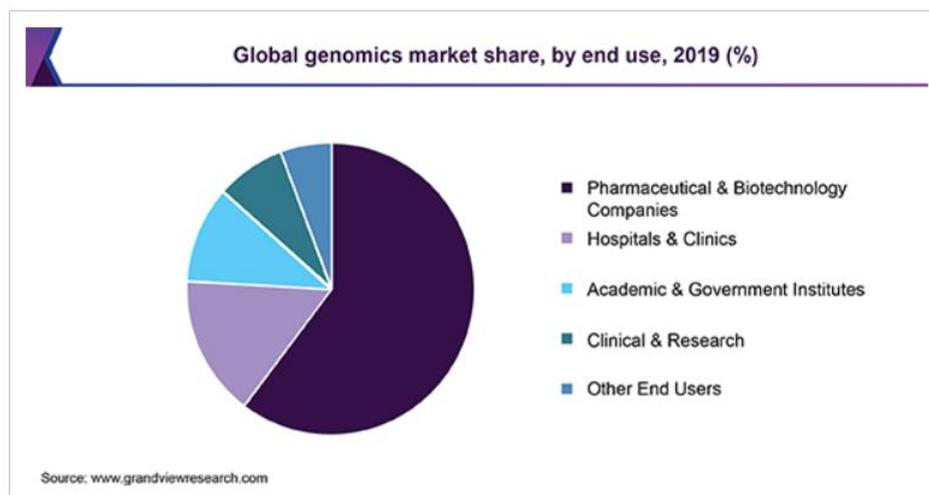
- **Human Genomics**
- **Human longevity**
- **Precision Medicine**
- **Stem cells regrowth**
- **IoMT -telemedicine**
- **Immunotherapy**
- **Drone Delivery Medicare**
- **Big Data Research**
- **Medical Transcription Services**
- **Daily Nutrition**
- **AI cancer detection**
- **In home medical Services**
- **Maternity Services**

Few parameters were considered to decide whether the industry should be explored further for the investment and incubation process.

- 1. Market scope & Demand**
- 2. Profitability & Revenue**
- 3. Sustainability & growth**

## Genomics & Genetics:

- Genomics is the study of all of a person's genes (the genome), including interactions of those genes and the person's environment.
- The genomics research has helped medical researchers improve the strategies for therapies, provide effective diagnostics, data-based approaches for demonstrating clinical efficacy, and better decision-making tools for patients and providers.
- Genetics-based technology has been attracting many investors from the market. According to - CrunchBase, the top investors for this industry are Venture capitalists.



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## ANALYSIS:

### 1. Market scope & Demand

The global genomics market is projected to reach USD 35.7 billion by 2024 from USD 18.9 billion in 2019, at a CAGR of 13.5% during the forecast period. It has ample scope in personalized medication as it can advocate medical management constructed on a person's genetic face with clinical data and AI. It is also applied in synthetic biology and bioengineering. Many factors affecting the enormous medical and agricultural sectors are all set to stroke the genomics market with great demand.

### 2. Profitability & Revenue

Functional genomics is expected to be the largest revenue-generating segment by 2027, owing to the generation of large amounts of sequencing data. It is observed that the genomics market stock values are increasing exponentially, and many companies are showing good profits and are positioned to the capital on the rise of genomics.

### 3. Sustainability & growth

Factors such as the rising government funding and growth in the number of genomics projects, decreasing sequencing costs, growing application areas of genomics and the entry of new players and start-ups in the genomics field drive the growth of the market. However, the high cost of genomic equipment could limit market growth to a certain extent in the coming years. The data privacy & data security is also a matter that is under constant debate for this market.

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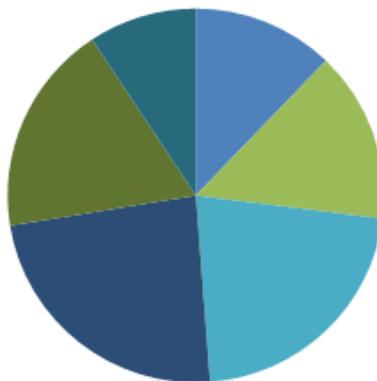
List of few start-ups that show potential growth for investing:

1. [Ganit Labs](#)
2. [Medgenome](#)
3. [Mapmygenome](#)
4. [Xcelris](#)
5. [SciGenom](#)
6. [Jai Health](#)
7. [X code Life Sciences](#)

## Precision Medicine:

- Precision medicine is "an emerging approach for disease treatment and prevention that considers individual variability in genes, environment, and lifestyle for each person. "
- Precision medicine is a young and growing field. Many of the technologies that will be needed to meet the Precision Medicine Initiative's goals are in the early stages of development or have not yet been developed.
- The main application lies in cancer treatment; researchers are finding and making progress every day. Many new treatments designed to target a specific change are being tested right now in precision medicine clinical trials

**Global Precision Medicine Market, By Technology, 2019 (USD Million)**



■ Big Data Analytics ■ Bioinformatics ■ Gene Sequencing ■ Drug Discovery ■ Companion Diagnostics ■ Others

Source: [www.gminsights.com](http://www.gminsights.com)



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## ANALYSIS:

### 1. Market scope & Demand

The global precision medicine market is anticipated to reach \$216.75 billion by 2028, witnessing a CAGR of 10.64% in 2018-2028. The precision medicine market is segmented into oncology, immunology, CNS, respiratory, and others. Oncology held the largest market share in 2019 and is expected to witness a significant growth rate from 2020 to 2026.

### 2. Profitability & Revenue

Personalized Medicine will transform the entire pharmaceutical value chain, from early development to companies' go-to-market models. The next five years will be a crucial window for pharmaceutical companies to capitalize on this promise. However, there seem to be some challenges such as an unclear regulatory framework, insufficient access to high-quality data, data privacy issues, and lack of standards.

### 3. Sustainability & growth

The rise in the online collaborative forums in developed economies increased the adoption of gene therapy globally. The growth is attributed to the availability of advanced techniques, including next-generation sequencing, to identify drug-related genetic alterations.

Favourable government initiatives coupled with the emergence of big data in healthcare and the rising prevalence of cancer will fuel the market growth.

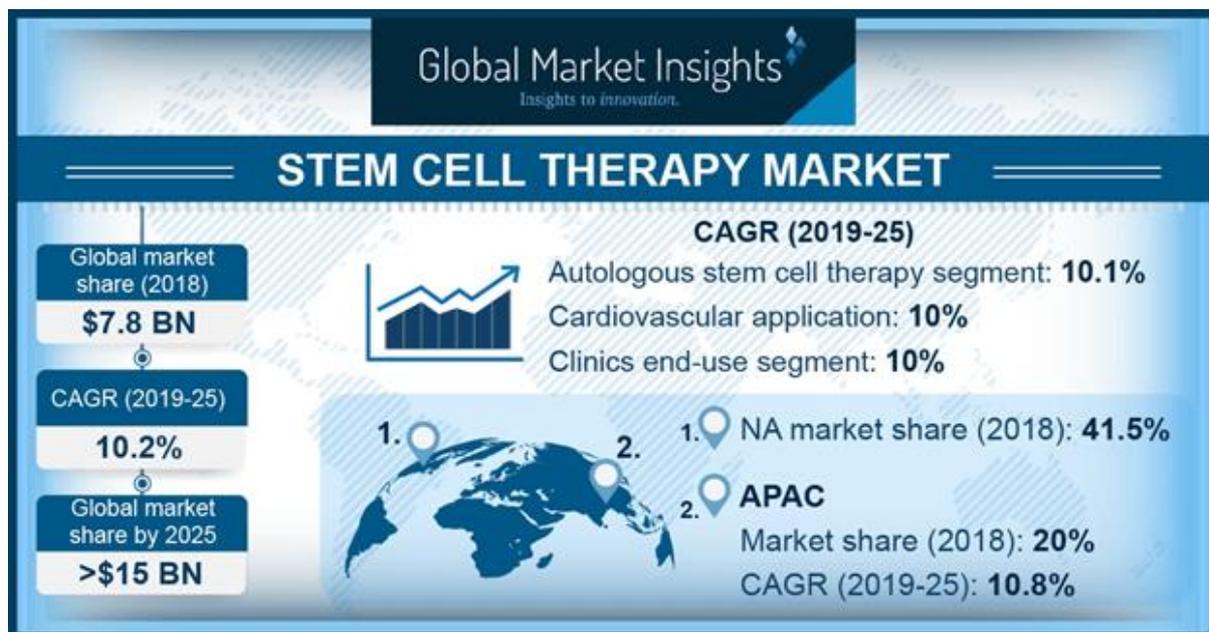
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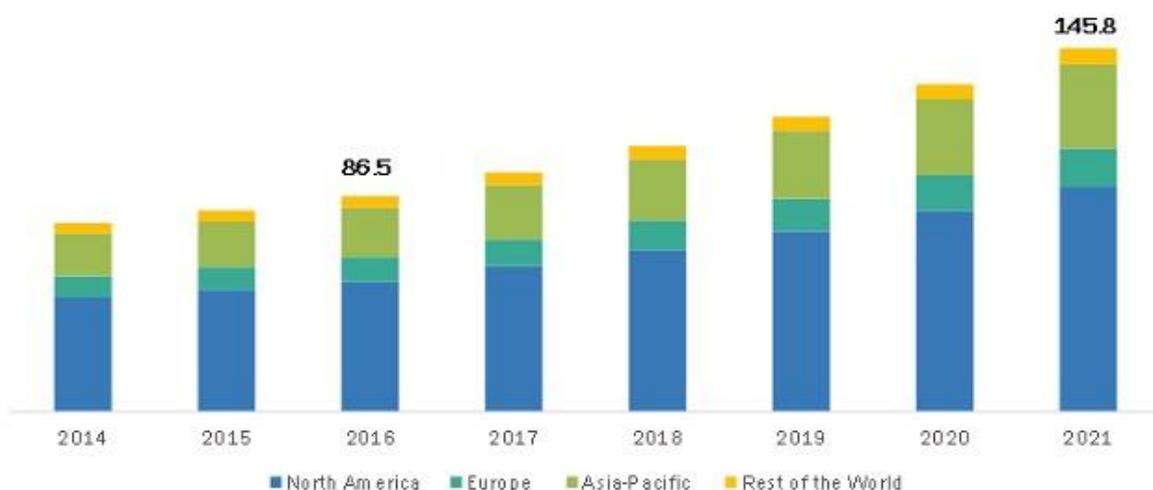
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2. [Axial 3D](#)
3. [Platomics](#)
4. [Osmosis](#)
5. [Shivom](#)
6. [Cambridge Cancer Genomics \(CCG\)](#)

## Stem Cells Regrowth:

- Stem cell therapy, also known as regenerative medicine, promotes the repair response of diseased, dysfunctional, or injured tissue using stem cells or their derivatives.
- While there are a growing number of potential therapies being tested in clinical trials, there are only a few stem cell therapies that have so far been approved by the government over various nations.
- The main disadvantage of stem cell research has to do with how they are acquired—that is; it involves the destruction of human embryos. Hence, it makes it immoral for those who believe that life begins at conception.



STEM CELL THERAPY MARKET, BY REGION (USD MILLION)



Source: MarketsandMarkets Analysis

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## ANALYSIS:

### 1. Market scope & Demand

The Global Stem Cell Manufacturing Market is projected to reach USD 14.61 Billion by 2023 from USD 10.19 Billion in 2017, at a CAGR of 6.3% during 2018–2023. Factors such as growing public-private investments and funding in stem cell-based research, raising public awareness regarding about the therapeutic potency of stem cell products, development of advanced genomic analysis techniques for quality control during stem cell manufacturing, technological advancements in stem cell manufacturing and preservation, and evolving regulatory frameworks for stem cell therapeutics in the US and Europe are driving the growth of the market.

### 2. Profitability & Revenue

Regenerative medicine and cellular therapies are considered to transform the healthcare industry in a few years.

The cell acquisition technology segment occupied a significant revenue share and is anticipated to witness the fastest CAGR over the forecast period due to a rise in the number of research projects requiring the application of cell harvesting technologies.

### 3. Sustainability & growth

The Asia Pacific market is projected to register the highest CAGR during the forecast period. The high growth rate in this region can be attributed to the presence/implementation of supportive regulatory frameworks for stem cell research and manufacturing, ongoing expansion & modernization of healthcare infrastructure across emerging Asian countries, and increased public-private initiatives to encourage public awareness to stem cell-based treatment.

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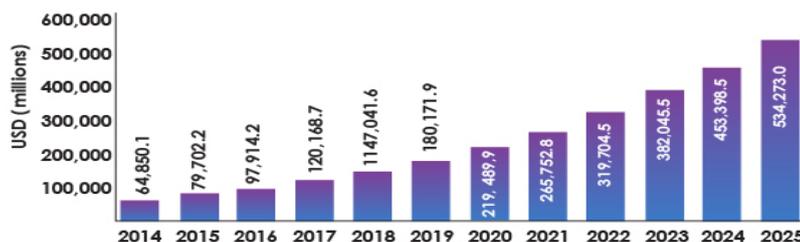
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1. [Advance Cells](#)
2. [Celularity](#)
3. [Centaury Theripautics](#)
4. [Rubius Therapeutics](#)
5. [ReNeuron](#)
6. [Promerhera Therepautics](#)
7. [Brain Storm Cell Therepautics](#)

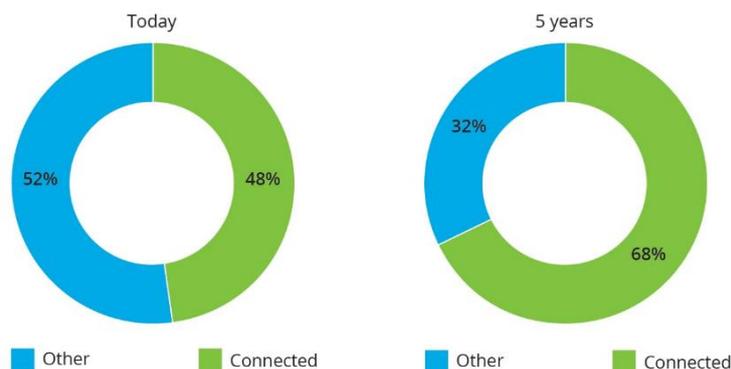
## IoMT Internet of medical things:

- The IoMT is a connected infrastructure of medical devices, software applications, and health systems and services.
- Moreover, while a growing pool and general adoption of IoT technologies benefit many industries.
- It is a wave of sensor-based tools — including wearables and stand-alone devices for remote patient monitoring — and the marriage of internet-connected medical devices with patient information that ultimately set the IoMT ecosystem apart.
- The capabilities of IoMT are more accurate diagnoses, fewer mistakes, and lower costs of care. When paired with smartphone applications, technology allows patients to send their health information to doctors to treat diseases better and track and prevent chronic illnesses.

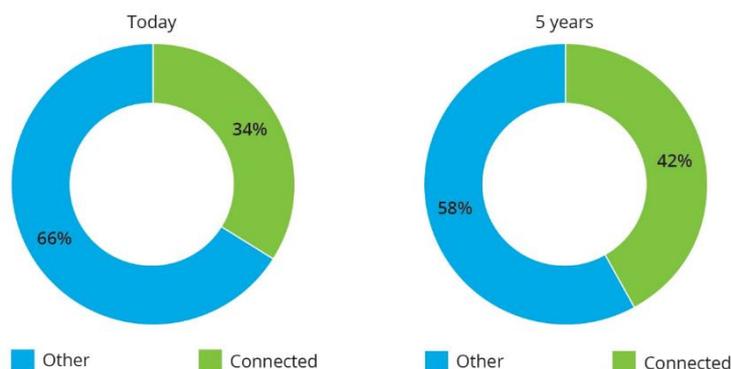
### GLOBAL IoT IN HEALTHCARE MARKET (2014-2025)



Estimated percentage of connected medical devices today and in five years' time



Estimated R&D budget allocation towards the development of connected medical technologies today and in five years' time



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## ANALYSIS:

### 1. Market scope & Demand

The global IoMT Market size is anticipated to reach USD 142.45 billion by 2026, with a CAGR of 28.9%, on account of the increasing prevalence of chronic diseases. The various advantages of the internet of medical things (IoMT) devices, such as improved patient outcomes due to real-time monitoring, significantly decreased medical cost, and improved drug management is expected to contribute to the IoMT market growth. The rising number of technological advancements in IoMT devices and the corresponding increase in product launches are crucial for accelerating demand.

### 2. Profitability & Revenue

Smaller companies surveyed are currently allocating a significantly higher percentage of their R&D budget to the development of connected devices. Payers and consumers will prefer companies that help them improve their lives and treatment outcomes cost-effectively. Big data, AI, mobile applications, 3D printing, robotics, advanced sensors, big data, and the IoMT are leading to a fourth industrial revolution, which will continue to create new opportunities for MedTech companies.

### 3. Sustainability & growth

More than 500,000 medical technologies currently available, which all share a common purpose – have a beneficial impact on people's health and quality of life. IoT technologies are increasingly benefiting the health care sector, as advances in computing power, wireless technology, and miniaturization drive innovation and connected medical devices. AI will improve the efficiency and cost-effectiveness of diagnostics.

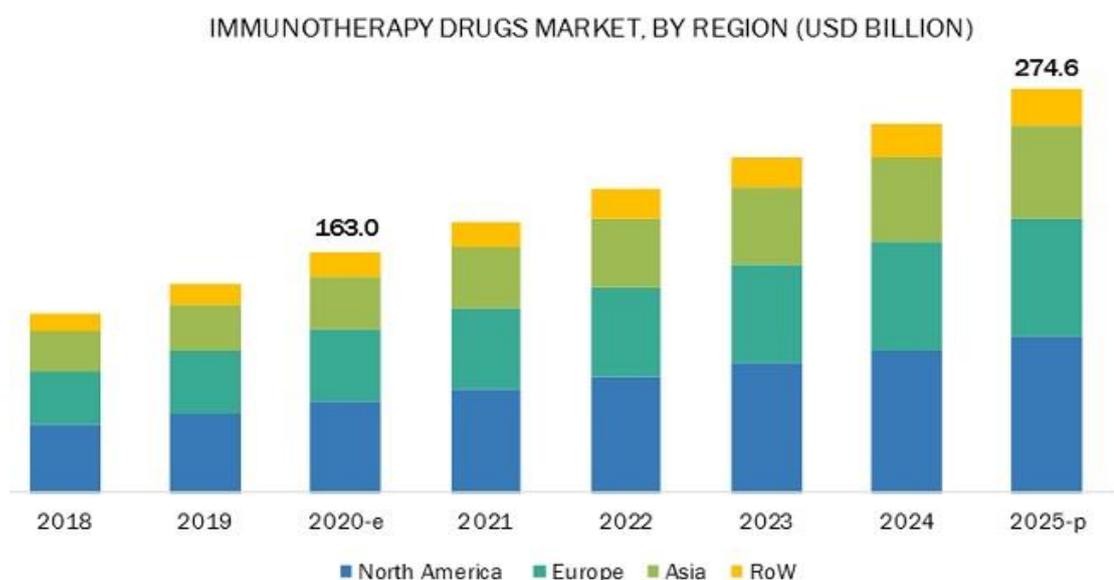
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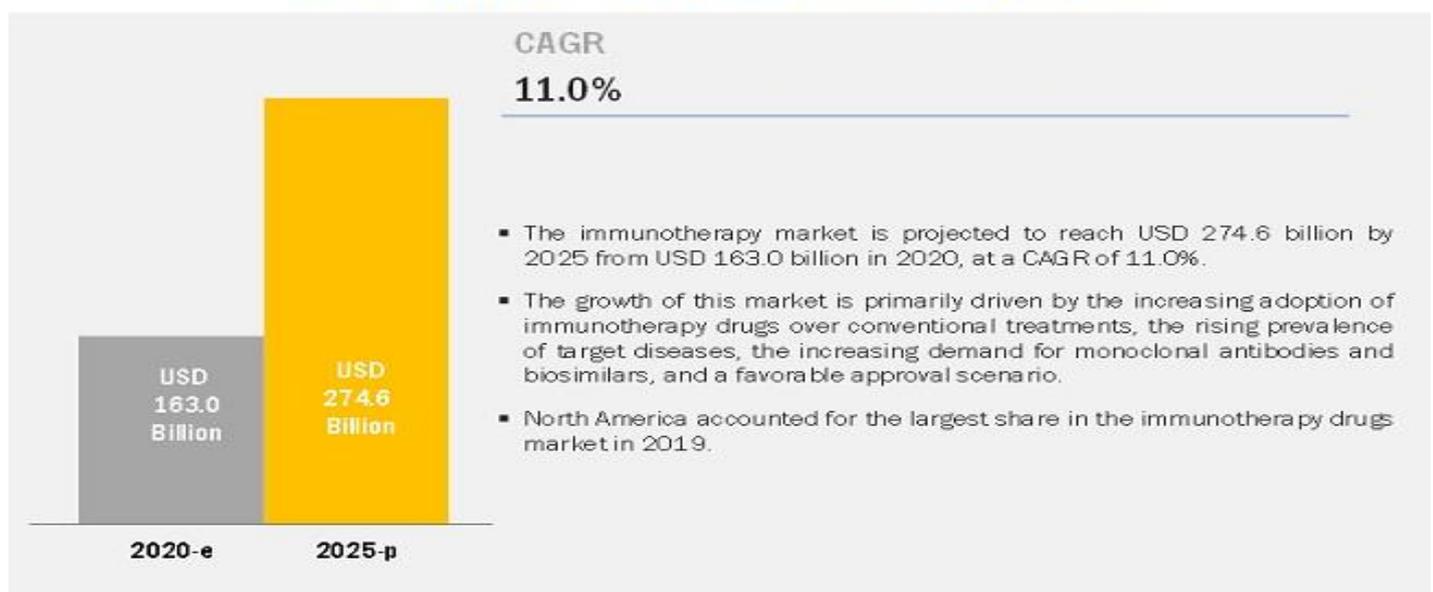
1. [Healthcare Originals](#)
2. [Elfi tech](#)
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4. [InPen](#)
5. [Medicsen](#)
6. [VinCense](#)
7. <https://www.siemens-healthineers.com/en-us/digital-health-solutions/key-levers/connecting-care-teams-and-patients>

## Immunotherapy:

- Immunotherapy is a treatment that uses certain parts of a person's immune system to fight diseases such as cancer.
- Adverse effects, such as recurrence of cancer and organ failure, associated with conventional chemotherapies and rising demand for technologically advanced healthcare solutions, are boosting the demand for immunotherapies.
- Cancer accounted for the largest share of the global immunotherapy drugs market, by therapeutic area, in 2019. The large share of this segment can be attributed to the growing prevalence of cancer, rising research activity in this area, and reimbursement coverage for oncology immunotherapies for immunotherapies.



### Attractive Opportunities in the Immunotherapy Drugs Market



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## ANALYSIS:

### 1. Market scope & Demand

The global immunotherapy drugs market is projected to reach USD 274.6 billion by 2025 from USD 163.0 billion in 2020, at a CAGR of 11.0 % during the forecast period. Key parameters affecting competitive nature are the rapid adoption of advanced treatment options for improved healthcare and the rising need for optimum capital utilization. Besides, to retain the share and diversify product portfolio, major players are frequently adopting mergers & acquisition strategies.

### 2. Profitability & Revenue

Cancer immunotherapy has emerged as a new avenue for revenue generation for pharmaceutical companies. Increasing R & D of monoclonal bodies as exposed antigen-binding antibodies, conjugated, and bispecific antibodies result in discovering new therapeutic options for cancer treatment. Within the cancer therapeutics space, which today is worth over \$100 billion globally, immunotherapeutic drugs have gained worldwide acceptance. This is because they are targeted therapeutics that have high specificity for cancer cells.

### 3. Sustainability & growth

The increasing number of approvals for new immunotherapeutic drugs is driving the global market. Moreover, the introduction of newer drug classes, such as target receptors for multiple myeloma and checkpoint inhibitors, is poised to make way for advanced therapeutics in the market. However, timeline issues, side-effects, and manufacturing complexities, and a high attrition rate in the product development cycle are expected to challenge market growth.

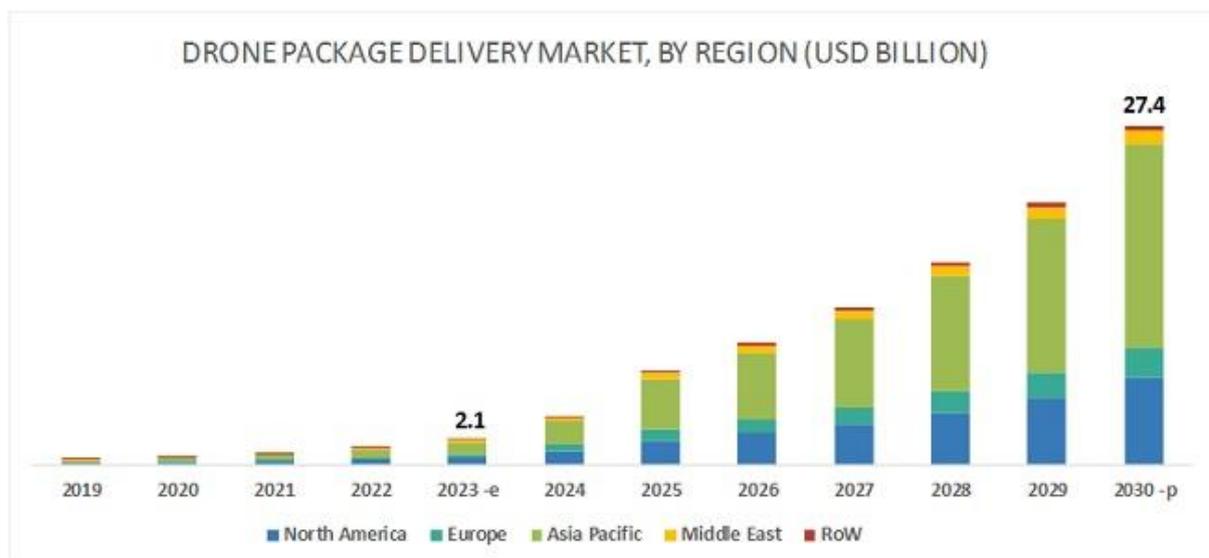
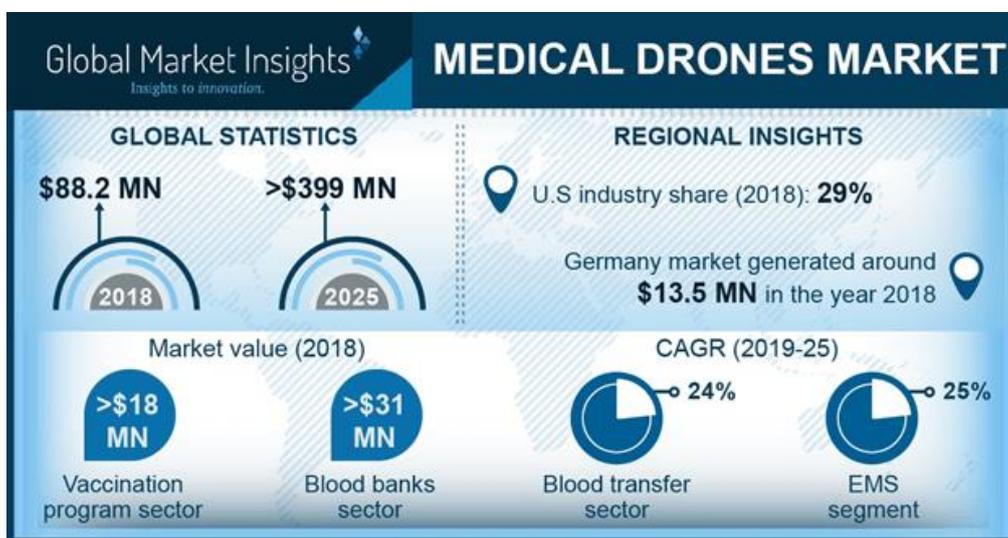
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8. [https://www.amgen.com/Elfi\\_tech](https://www.amgen.com/Elfi_tech)
9. [Med Angel](#)
10. [InPen](#)
11. [Medicsen](#)
12. [VinCense](#)
13. <https://www.siemens-healthineers.com/en-us/digital-health-solutions/keylevers/connecting-care-teams-and-patients>

## Medical Drones:

- Healthcare drones provide medical care facilities for the people in a few minutes to bring blood, medicines, serum snake bite, birth control, and other resources to rural areas, which in some situations could be the difference between life and death.
- Growing applications of drones in healthcare sector will prove beneficial for medical drones' market growth.
- The capabilities of IoMT are more accurate diagnoses, fewer mistakes and lower costs of care. Paired with smartphone applications, the technology allows patients to send their health information to doctors in order to better treat diseases and track and prevent chronic illnesses.



e-estimated, p-projected

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### 3. Sustainability & growth

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