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The mobile health global market report 2013 – 2017 (Vol.3)

The commercialization of the mHealth applications

Graphical package

March 2013

>

The mHealth app market has entered the commercialization phase

- The market for mHealth applications has passed the initial trial phase and entered **the commercialization phase** of the market. This phase can be characterized by a massive increase of offered solutions, the creation of new business models and the concentration on private, health-interested people, patients and corporations as major target groups.

- **Missing regulations** is seen as one of the **major barriers** for the mHealth market to enter the next market phase: the integrated phase. In this phase, mHealth applications will become an integrated part of doctors' treatment plans and health insurers will become the main payer, especially for the more advanced mHealth solutions (2nd generation mHealth applications).

- Currently more than **97.000 mHealth applications** are listed on **62 full catalogue app stores**. The majority of these applications are general health and fitness apps that both facilitate the tracking of health parameters by private users, and provide users with basic health and fitness related information as well as guidance.

- The general **sophistication of today's mHealth applications is low to medium**, and many of the mHealth categorized applications provide a limited benefit for patients, doctors and health interested smartphone users. Nevertheless, advanced solutions do exist. Twenty such solutions are described and examined in the PDF report.

- Successful mHealth applications have managed to **generate millions of free and hundred thousands of paid downloads**. There are significant differences in download numbers between countries (US, UK, Germany, Japan and Brazil are analyzed in the report), platforms (Android and Apple) and devices (smartphones and tablets).

- The mHealth market will develop in line with the smartphone application market, but there are 10 specific market drivers that will shape the market during the commercialization phase.

- This is the **graphical package of the "mHealth App Market Report 2013-2017"**. It aggregates all graphics and tables that are being used in the report.

The mHealth app market package contains all graphics and tables of the „mHealth App Market Report 2013-2017"

Chapters

1. The evolution of the mHealth market

2. The smartphone application market phenomena

3. Status of mHealth application market

4. mHealth application categories

5. The mHealth market trends and drivers
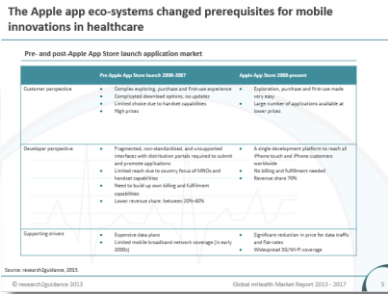
6. The size of the mHealth market 2010-2017

Format:

- Content is displayed in graphics and tables

- PowerPoint and PDF

- PowerPoint charts can be dragged and dropped into your presentation

- 75 pages, 66 content pages

We use 4 different chart types to illustrate the facts and trends of the mHealth app market

Tables	Conceptual charts	Diagramms	Trend charts

- **8 tables**
- Used for illustrating mHealth app store categories major market changes etc.
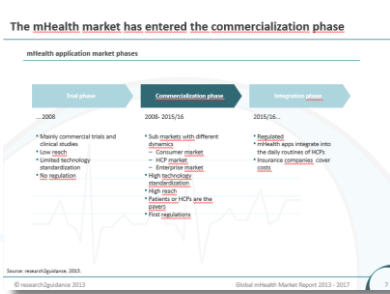
- **4 charts**
- Used for structuring the main market phases, business models etc.
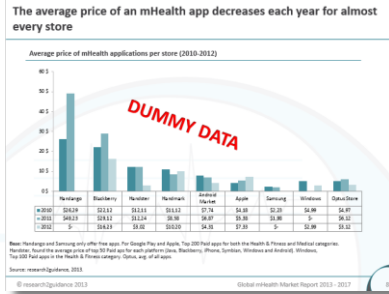
- **30 diagrams**
- Used for displaying app numbers, survey results etc.
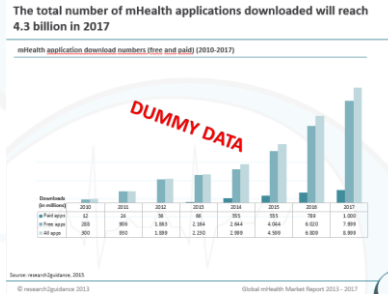
- **24 charts**
- Charts show mHealth app numbers, market revenue, downloads etc. over the time frame of 2010 - 2017.

List of figures (1/2)

List of figures (2/2)

List of tables

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