



Consumer Medical Wellness

Enabling smarter product marketing and strategy development

The Consumer Medical Wellness Market

Comprehensive insights for consumer medical devices, wellness, and virtual care

There are several markets that comprise consumer medical and wellness, such as off-the-shelf medical devices, independent living and emergency alert services, fitness monitoring and mobile apps, corporate wellness programs, and telehealth—as virtual care extends the reach of healthcare providers into the home, telehealth services (remote patient monitoring and telemedicine) have been captured within this analysis. Considering the rapid uptake of virtual care due to the pandemic, and the strong interest in self-monitoring devices such as the smart watch, the total value of these combined markets is expected to reach \$180 billion in the near-term.

This report covers the global markets for consumer medical and wellness and includes details on specific equipment sales as well as associated accessories, consumables, and services. For services, mobile apps, corporate wellness programs, and telehealth are evaluated in terms of overall market value in addition to revenue derived by third party vendors. This report also features regional analysis as well as country-level analysis for key markets.

Comprehensive Data and Analysis

Consumer Medical Devices

- Blood Pressure Monitor
- Body Composition Analyzer, Personal Scale
- Digital TENS Device
- Digital Thermometer
- Pulse Oximeter
- Smart Watch

Independent Living

- PERS
- Telepresence Robots
- Independent Living Services

Corporate Wellness Programs

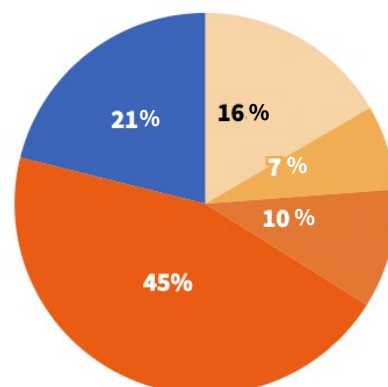
Telehealth, Telemedicine
Teleradiology
Sports and Fitness Monitor
Consumer Medical and Fitness Accessories and Consumables
Consumer Medical and Fitness Services

**Blood Glucose Meters are included in Diabetes Management*

The Problem

Finding and Maintaining a Competitive Edge

The markets for consumer medical and wellness were positively impacted by the pandemic due to the rapid increase of virtual care and interest in self-monitoring. However, the markets are highly competitive and only eight companies have a share of revenue above two percent, with Apple in the top spot. Apple creates an opportunity for service providers but represents new competition for traditional monitoring vendors. This presents a challenge in identifying new opportunities for many vendors—particularly without up-to-date information on the competitive environment.



Corporate Wellness Independent Living
Other Monitoring Devices and Services Smart Watch Telehealth

The Solution

Vamstar's B2B Healthcare Marketplace and Medical Device Reports

Vamstar has brought together a team of seasoned software developers, machine learning engineers, market access and procurement experts, and medical device market analysts, all committed to a common vision: creating the trusted source of buyer, supplier, contract data, and market analysis in healthcare.

Features	Benefits
Quarterly updated data	Drive strategy with regularly updated datasets.
Supplier Market Share Analysis	Identify which product markets hold the most opportunity.
Detailed Product-Level Forecasts and Trend Analysis	Gain insight into competitive positioning.
Regional Market Breakdown	Visualize the comprehensive global market or drill down into product-level detail.

What We Do

Vamstar's healthcare market research portfolio provides a unique perspective on the healthcare ecosystem by incorporating traditional business analysis with the latest data collection techniques and Vamstar's novel, AI-based, procurement insight. Vamstar's AI scans millions of sources every day to enrich buyer and supplier data, match buyer needs with supplier portfolio, and analyze markets and competition to identify opportunities for clients. Vamstar's medical device analysis pairs this with market estimates built using a bottom-up approach, utilizing data obtained from manufacturers, distributors, and other sources. These estimates are then compared with estimates using top-down analyses to identify and rationalize any variances. The forecast modeling is based on expectations from

vendors, the knowledge and expertise of Vamstar's analysts, and the unique procurement insight obtained from the company's novel AI platform. Vamstar's AI scans millions of procurement data sources daily.

What We Cover

Vamstar's medical device report taxonomy covers the full range of medical device end equipment, accessories, and consumables. There are twenty titles in the research portfolio including applications such as anesthesia, cardiology, clinical laboratory, consumer devices, diabetes, hearing care, infusion therapy, medical imaging, neuromodulation, ophthalmology, oral care, patient monitoring, and surgery. For a complete list of reports, see our comprehensive portfolio brochure.

For more information,
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