

# Global mHealth Industry Landscape Overview 2020



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“Global mHealth Industry Landscape Overview 2020”, produced by [Big Innovation Centre](#) and [Deep Knowledge Analytics](#) and powered by [Innovation Eye](#), presents a brief overview of the Global mHealth Industry Ecosystem. The special case study profiles and categorizes 260 companies, 330 investors and 25 hubs, and classifies them according to 13 industry subsectors (Personal Health, Mental Health, TeleHealth, NeuroTech, SleepTech, FemTech, Diet and Nutrition, Diet and Fitness, Fitness and Sport, Diagnostics & Prognostics, COVID-19 Contact Tracing, COVID-19 Symptom Tracking and COVID-19 Knowledge & Guidance) and 12 regions (United Kingdom, USA, Singapore, China, Israel, Switzerland, Germany, France, Italy, Austria, India and Others).

260

Companies

330

Investors

25

Hubs

## Special Case Study Aim and Scope

The report also features an accompanying Interactive IT-Platform (consisting of a dynamic [mHealth Sectors MindMap](#) and a corresponding [mHealth Regions MindMap](#)) containing individual profiles on all entities companies included in the analysis. Additionally, the special case study includes a preliminary ranking of its apps' level of technological advancement, segregating all 250 companies and their apps into 4 distinct tiers of technological sophistication: Advanced, Progressive, Intermediary and Basic. This first edition was produced in order to gain a better understanding of the general size and diversity of the mHealth sector, and future iterations of the report and associated IT-Platforms will include a more diverse array of sectors and practical applications, a larger scope of geographic regions, and a deeper and more comprehensive set of factors and parameters used to formulate the technology advancement ranking component of the special analytical case study.

## Key Trends and Major Findings

- mHealth Industry is seeing steady growth and diversification;
- Societal mHealth endpoints and drivers (pandemics, NCDs and ageing population) are also rising, increase the need for novel approaches to healthcare delivery and personal health optimization;
- The breadth and depth of mHealth app technological sophistication is increasing
- Increasing emphasis in preventive apps and apps incorporating AI;
- Degree of precision among mHealth apps are also increasing, shifting towards a greater emphasis on personalization and prevention;
- In many regions (such as the UK) the raw capacity for mHealth solutions to increase access to healthcare and impact pressing population health issues is vast, but more government-led coordination is necessary to reap the sector's full benefits and potentials.

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