

# **Big Data in Healthcare Market Outlook and Forecast 2021: Growth Factors, Trends, Top Companies Analysis for Business Prospects**

*Global Big Data in Healthcare Market is expected to reach at ~\$35 billion by 2021*

Global Big Data in Healthcare Market is expected to reach at ~\$35 billion by 2021 Pune, India - April 20, 2017 /MarketersMedia/ -- Global Big Data in Healthcare Market - Overview:

Big data refers to the enormous amount of structured as well as unstructured data which help organizations to improve their decision-making processes. Healthcare industry is at a stage of rapid change. Advancements in genetics, biomedical, and information technology are ushering towards effective personalized treatments according to the individual characteristics of the patients. Therefore, exploiting these opportunities requires effective use of big data.

Global Big Data in Healthcare Market is expected to reach at ~\$35 billion by 2021.

Global Big Data in Healthcare Market - Report Segments

Global Big Data in Healthcare Market is segmented in to three dynamics for better understanding of the market: Global Big Data in Healthcare market has been majorly segmented on the basis of components which includes; hardware, software, and services. Further the market is categorized into mode of deployment and applications. Mode of deployment is classified as; on premise, web based/cloud based. Further, the applications segment is divided into; clinical data analytics, financial analytics, operational analytics, and other applications.

Key Players

- o Cerner Corporation (U.S.)
- o Cognizant(U.S.), Dell (U.S..)
- o Epic system Corporation (U.S.)
- o GE Healthcare(U.K.)
- o Mckesson (U.S.)
- o Optum (U.S.)

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Market Synopsis and Scenario

Healthcare industry is at a stage of rapid change. Advancements in genetics, biomedical, and information technology are ushering towards effective personalized treatments according to the individual characteristics of the patients. Therefore, exploiting these opportunities requires effective use of big data.

Increasing government initiatives, pressure to curb healthcare costs, new technological advancement like mHealth, Internet of Things (IOT) and wearables are major factors driving the growth of the big data in healthcare market.

The network equipment segment is expected to witness a healthy growth at a sizable CAGR rate over the forecast period, owing to the reinforcement of new network infrastructures in order to offer enhanced security.

The visualization segment emerged as the fastest growing software segment over the forecast period, which is ascribed to the elevating demand for visuals to represent the analyzed data and convey exact interpretation to consumers.

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Big Data in Healthcare Market - Regional Analysis

Globally, North America is the largest market for big data healthcare; large share of this market is attributed to availability of advanced IT infrastructure, and increasing technological developments.

The North American market for big data in healthcare is expected to grow at a considerable rate of CAGR and is expected to grow to a substantial high in terms of economy by the end of the forecasted period.

Europe is the second-largest market for big data in healthcare, which is expected to grow at significant rate of CAGR.

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Contact Info: Name: Akash Anand Email: [akash.anand@marketresearchfuture.com](mailto:akash.anand@marketresearchfuture.com) Organization: Market Research Future Address: Office No. 528, Amanora Chambers Magarpatta Road, Hadapsar Phone: +1 646 845 9312 Source URL: <http://marketersmedia.com/big-data-in-healthcare-market-outlook-and-forecast-2021-growth-factors-trends-top-companies-analysis-for-business-prospects/188370> For more information, please visit <https://www.marketresearchfuture.com/reports/global-big-data-healthcare-market> Source: MarketersMedia Release ID: 188370

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### Keywords

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