

Health Economics and Outcomes Research (HEOR) Services Market Analysis With Opportunity Segments

The Business Research Company's Health Economics And Outcomes Research (HEOR) Services Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LANDON, GREATER LANDON, UK, July 15, 2024 /EINPresswire.com/ -- The [health economics and outcomes research \(HEOR\) services market](#) has

experienced robust growth in recent years, expanding from \$1.38 billion in 2023 to \$1.56 billion in 2024 at a compound annual growth rate (CAGR) of 13.0%. The growth in the historic period can be attributed to emergence of evidence-based medicine, healthcare policy and reforms, pharmaceutical innovations, aging population, increased chronic diseases.



It will grow to \$2.44 billion in 2028 at a compound annual growth rate (CAGR) of 11.9%.”

The Business Research Company

Strong Future Growth Anticipated

The health economics and outcomes research (HEOR) services market is projected to continue its strong growth, reaching \$2.44 billion in 2028 at a compound annual growth rate (CAGR) of 11.9%. The growth in the forecast period can be attributed to healthcare supply chain optimization, focus on health inequities, rise in value-

based agreements, digital health and telemedicine, shift to personalized medicine.

Explore Comprehensive Insights Into The Global Health Economics and Outcomes Research (HEOR) Services Market With A Detailed Sample Report:

https://www.thebusinessresearchcompany.com/sample_request?id=11933&type=smp

Growth Driver Of The Health Economics and Outcomes Research (HEOR) Services Market



The surge in the number of clinical trials is expected to propel the growth of the health economics and outcomes research services market going forward. Clinical trials are research studies conducted with human participants to evaluate the safety and effectiveness of new medical treatments, interventions, or diagnostic procedures. Health economics and outcomes research (HEOR) services are utilized in clinical trials to evaluate medical interventions' economic impact, cost-effectiveness, and real-world outcomes, providing valuable insights for decision-making and reimbursement strategies.

Explore The Report Store To Make A Direct Purchase Of The Report:

<https://www.thebusinessresearchcompany.com/report/health-economics-and-outcomes-research-heor-services-global-market-report>

Major Players And Market Trends

Key players in the health economics and outcomes research (HEOR) services market include McKesson Corporation, Optum Inc., Cardinal Health, IQVIA Inc., ICON PLC, PPD Inc., Syneos Health, Medlior Health Outcomes Research Ltd., Axtria Inc., Parexel International, RTI Health Solutions, Wellth Inc., Westat, SidekickHealth, Analysis Group, Carelon Research, Precision Health Economics, Avalon Health Economics LLC, Lumanity Inc., Pharmerit BV, Epistemix Inc., Crowdcuring, DocME, Bohn Epidemiology LLC.

Major companies operating in the health economics and outcomes research (HEOR) services market are focusing on developing HEOR services for digital therapeutics providers. Companies are looking for applying health economics and outcomes research (HEOR) services to broader sectors like digital therapeutics to help the vendors with better market analysis. For instance, in November 2023, Curavit a US-based research organization launched Health Economics and Outcomes

Segments:

- 1) By Service: Real World Evidence, Payer Evidence, Pricing And Reimbursement, Epidemiology Studies, Market Access, Other Services
- 2) By Offering: Outsourced, In-House
- 3) By Service Provider: Consultancy, Contract Research Organizations (CRO)
- 4) By End-Use: Healthcare Provider, Healthcare Payers, Biotechnology And Pharmaceutical Companies, Government Organization, Other End-Users

Geographical Insights: North America Leading The Market

North America was the largest region in the health economics and outcomes research (HEOR) services market in 2023. Asia-Pacific is expected to be the fastest-growing region during the forecast period, driven by expanding healthcare facilities and increasing awareness of the benefits of health economics and outcomes research (HEOR) services.

Health Economics and Outcomes Research (HEOR) Services Market Definition

Health economics and outcomes research (HEOR) services refer to a specialized field within healthcare that utilizes economic and epidemiological methods to assess the clinical and financial outcomes of healthcare interventions. HEOR services evaluate the cost-effectiveness, safety, and real-world impact of medical treatments, interventions, and healthcare policies.

[Health Economics and Outcomes Research \(HEOR\) Services Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Health Economics and Outcomes Research (HEOR) Services Global Market Report 2024 by [The Business Research Company](#) is the most comprehensive report that provides insights on health economics and outcomes research (HEOR) services market size, health economics and outcomes research (HEOR) services market drivers and trends, health economics and outcomes research (HEOR) services market major players, health economics and outcomes research (HEOR) services competitors' revenues, health economics and outcomes research (HEOR) services market positioning, and health economics and outcomes research (HEOR) services market growth across geographies. The health economics and outcomes research (HEOR) services market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

Browse Through More Similar Reports By The Business Research Company:

Information Technology Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/information-technology-global-market-report>

Business Analytics & Enterprise Software Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/business-analytics-enterprise-software-global-market-report>

Software And BPO Services Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/software-and-bpo-services-global->

[market-report](#)

About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/727653981>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.