

Health Tech - China - January 2019

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“Chronic disease is a key focus in the health tech market. Consumers’ strong desire for disease prevention has stimulated interest in health data and indicators of diseases and changed the ways they manage health conditions. Consumers are also expecting more advanced functions like data analysis, notification and diagnosis.”
– **Kaye Huang, Research Analyst**

This report looks at the following areas:

- **Increased demand for not only more health data but more accurate measurement**
- **Demand for combination of human experts and health tech**
- **Subscription services on social media**

The health tech market is focused on chronic disease prevention and management. In response to increasing demand for these, the line between health and fitness devices and medical devices is blurring. Companies from both sectors want to cross over into the other market. Step tracking has become a given for consumers, and they expect more advanced functions from health tech products. mHealth (mobile health) is booming but there are still difficulties involved, as key players search for profitability models.

This Report examines the gap between consumers’ needs and what the current health tech market provides, based on consumer attitudes towards measuring/tracking various health data, online/phone consultation and current health tech products. Consumers’ channels of information and changes in their preferences for health diagnostic methods also provide some inspiration for marketing strategies.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

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Consumer demand has been toward disease prevention and management
Wearables and mHealth are future trends

Market Drivers

Focus of personal healthcare has shifted from "cure" to "prevention"
Huge demand for health tech in the chronic disease market
Tertiary hospitals encourage online consultations to optimise resources
Big data construction in healthcare market is driving mHealth and wearables

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Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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