

# Health Technology Trends - US - 2023

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## This report looks at the following areas:

- Motivations for using health technology and reasons consumers avoid it
- Impact of technology on consumers' approach to health management
- Interest in existing technology devices to monitor health
- Sharing health technology as a part of health management
- Privacy concerns associated with health technology usage

Technical applications for health are gaining traction as consumers continue to seek ways to control multiple aspects of their health and wellness. Wearable health devices have seen mainstream acceptance, offering a convenient way for consumers to keep track of varying health metrics.

While most health tech is used to track and monitor basic health metrics, interest in understanding and managing top-of-mind health concerns like sleep, stress and hydration reiterate the potential to expand capabilities and bring brands deeper into the consumer health journey. Future success for the health technology category will depend on meeting the needs of an aging population, as well as bringing elements of fun and play into the process to reach younger consumers.



“As consumers broaden their health goals, technology can respond by providing comprehensive monitoring of health metrics to bring greater awareness of health and wellness, while also making managing health more enjoyable. Technology will continue to play an integral part in consumers' personal health journey.”  
– Dorothy Kotscha, Health Analyst

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