"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon."

- Marissa Gilbert, Associate Director - Health & Wellness

This report looks at the following areas:

- Installed base of device users can be leveraged for health tech
- An aging population drives need for health care
- Exercise, weight loss key opportunities

The US spends more on health care than any other country in the world, according to the Congressional Budget Office. Health tech products are an emerging but clearly important component of this large and growing sector, encompassing everything from simple health tracker apps to dedicated devices like blood pressure monitors and fitness trackers to physician tools like telemedicine. With the number of older people in the US set to climb significantly in the years to come, integrating health tech more closely with physician care is one growth area, while appealing to tech-savvy younger adults with community-oriented offerings related to fitness is another.
Health Technology Trends - US - March 2019

Table of Contents

Overview
What you need to know
Definition

Executive Summary
Overview
The insights
Installed base of device users can be leveraged for health tech
Figure 1: Technology product usage, November 2018
An aging population drives need for health care
Figure 2: US population, by age, 2013-23
Exercise, weight loss key opportunities
Figure 3: Exercise frequency, September 2018

The opportunities
One app to rule them all
Figure 4: Preference for one app, by gender and by age, November 2018
Health information is not up for sharing
Figure 5: Acceptable sources to share health data with, by age, November 2018
Sharing health data is motivated by personal benefit
Figure 6: Reasons for sharing health data, by age, November 2018

What it means

The Market – What You Need to Know
Everything’s getting smarter
Tech most popular amongst the young
Weight loss gains interest
Mind the (age) gap

Market Breakdown – Technology Usage
A growing category
Smart tech taking over
Figure 7: Technology product usage, November 2018
An age gap exists in technology ownership
Figure 8: Technology product usage, by age, November 2018
Household incomes in the middle most likely to own tech
Figure 9: Technology product usage, by household income, November 2018

Market Perspective
Fitness, weight loss prime opportunities
Figure 10: Exercise frequency, September 2018
Health Technology Trends - US - March 2019

Market Factors

The age influence

Changes in the US population should guide the health technology market

Figure 11: US population, by age, 2013-23

ACA rollback impact

Key Players – What You Need to Know

Insurance drives adoption
Diabetes goes high-tech
Is tech considered unhealthy?
Make privacy a priority
New innovations could transform health tech
Innovations follow lifestages

What’s In?

The app habit
Syncing with health insurance providers
Diabetes and big data

What’s Struggling?

Unhealthy associations with tech

Figure 12: What consumers would sacrifice to improve health and wellbeing – Any rank, March 2018

The Theranos effect
The privacy problem

What’s Next?

Know what to expect when you’re expecting
Computerizing care?
Even pills get smart
VR meets health

Figure 13: Virtual reality (VR) usage and interest to manage health, by VR use, November 2018

The Consumer – What You Need to Know

Health tech still at the beginning
Opportunity to integrate health into existing tech usage
The right tool for the right job
It’s all about the apps
Sharing varies significantly by age
Care for older users, community for younger ones

General Attitudes and Behaviors

Using tech to manage health not yet widespread
Health Technology Trends - US - March 2019

Use for Managing Health

Opportunity to expand the use of some tech to manage health
Figure 16: Use of owned technology to manage health, November 2018

Limited interest amongst non-owners
Figure 17: Interest in technology to manage health, November 2018

Opportunities lie with the young
Figure 18: Interest in technology to manage health, by age, November 2018

Hispanic adults another important target
Figure 19: Interest in technology to manage health, by Hispanic origin, November 2018

Tracking Specific Health Areas

Consumers associate different devices with specific health aspects
Figure 20: Correspondence Analysis – Symmetrical map – Tracking specific health areas, November 2018
Figure 21: Tracking specific health areas, November 2018

Wearables resonate with women, older people
Figure 22: Using fitness tracker to track specific health areas, by gender and by age, November 2018
Figure 23: Using smartwatch to track specific health areas, by gender and by age, November 2018

Older adults see more potential in voice assistants to manage health
Figure 24: Using virtual voice assistant to track specific health areas, by age, November 2018

In-store health kiosks best for targeted applications
Figure 25: Using in-store health kiosk station to track specific health areas, by age, November 2018

Health App Attitudes and Behaviors

Streamlining most important to young adults
Figure 26: Health app attitudes and behaviors, by age, November 2018

Adoption strongest among 18-44 audience
Figure 27: Current number of health/wellness related apps on mobile devices, by age, November 2018

More apps means more uses
Figure 28: Health app attitudes and behaviors, by current number of health/wellness related apps on mobile devices, November 2018

Mobile apps largely used for fitness-related health activities
Figure 29: Using mobile apps to track specific health areas, by gender and by age, November 2018

Sharing Health Data

Limited interest in sharing health data
Figure 30: Acceptable sources to share health data with, November 2018

Older people more open to sharing with physicians
Figure 31: Acceptable sources to share health data with, by age, November 2018

Reasons for Sharing Health Data

BUY THIS REPORT NOW
Health Technology Trends - US - March 2019

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

It's all about the benefits
Figure 32: Reasons for sharing health data, November 2018

Younger people like sharing and caring
Figure 33: Reasons for sharing health data, by age, November 2018

Reasons for sharing data vary by health app usage
Figure 34: Reasons for sharing health data, by current number of health/wellness related apps on mobile devices, November 2018

Barriers to Sharing Health Data

Data is too sensitive to share
Figure 35: Barriers to sharing health data, November 2018

Young most concerned about being judged, lectured
Figure 36: Barriers to sharing health data, by age, November 2018

Appendix – Data Sources and Abbreviations

Data sources
Consumer survey data
Abbreviations and terms
Abbreviations

Appendix – The Consumer

Correspondence Analysis Methodology