

## Health Technology Trends - US - March 2019

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"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.

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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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