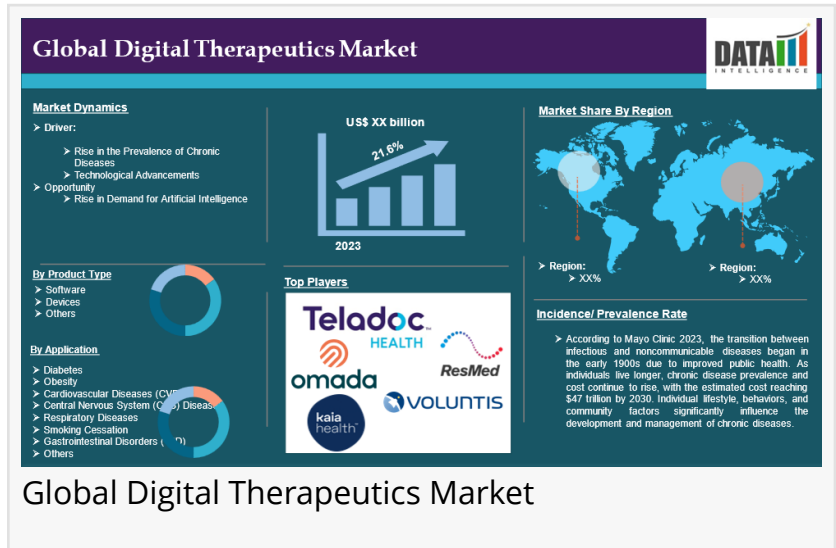


# Global Digital Therapeutics Market Accelerates Towards \$27.3 Billion by 2031 | DataM Intelligence

*The Global Digital Therapeutics Market is expected to reach at a CAGR of 21.6% during the forecast period 2024-2031.*

AUSTIN, TX, UNITED STATES, June 5, 2025 /EINPresswire.com/ -- The [Global Digital Therapeutics Market](#) is expected to reach \$27.3 billion by 2031, with a strong CAGR of 21.6% between 2024 and 2031. This spike is being driven by the rising frequency of chronic diseases, advances in artificial intelligence (AI) and machine learning (ML), and supportive regulatory frameworks.



## Market Overview:



The Digital Therapeutics Market is expanding rapidly, driven by rising chronic diseases, increased smartphone use, and demand for remote patient monitoring and personalized care solutions.”

*DataM Intelligence*

Digital Therapeutics are clinically validated software-based interventions designed to prevent, manage, or treat various medical conditions. These solutions offer scalable and personalized care for conditions such as diabetes, cardiovascular disease, and mental health disorders. By integrating artificial intelligence (AI) and machine learning (ML), these platforms deliver real-time feedback and customized treatment plans, enhancing patient engagement and improving health outcomes.

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## Market Drivers and Opportunities:

**Chronic Disease Prevalence:** The increasing prevalence of chronic illnesses such as diabetes and hypertension needs novel management approaches. Digital treatments offer affordable, accessible solutions that can be adjusted to particular patient needs.

**AI and ML Integration:** Companies like Kaia Health are leveraging AI to offer real-time feedback for musculoskeletal pain management, enhancing the efficacy of digital therapeutics.

**Regulatory Support:** In 2024, the U.S. Centers for Medicare and Medicaid Services (CMS) proposed new reimbursement codes for digital mental health therapies, signaling increased institutional support for digital therapeutics.

**Market Segmentation:**

**By Product Type:**

Software

Devices

Others.

**By Application:**

Diabetes

Obesity

Cardiovascular Diseases (CVD)

Central Nervous System (CNS) Diseases

Respiratory Diseases

Smoking Cessation

Gastrointestinal Disorders (GID)

Others.

**By Sales Channel:**

**Business-to-Business (B2B):**

Employer

Healthcare Providers

Payers

Pharmaceutical Companies

Others.

**Business-to-Consumer (B2C):**

Patient

Caregiver.

## By Region:

North America

Latin America

Europe

Asia Pacific

Middle East

Africa.

## Geographical Market Share:

**North America:** Holding approximately 43.6% of the market share in 2024, North America's dominance is attributed to a patient-centric healthcare approach, improved reimbursement structures, and active collaborations among key players.

**Europe:** The European market is expanding rapidly, driven by a developed healthcare system and high integration of digital health solutions for treating various diseases.

**Asia-Pacific:** Countries like Japan are witnessing significant growth due to advancements in digital infrastructure and a growing elderly population requiring chronic disease management solutions.

## Key Market Players:

Teladoc Health

2Morrow Inc

Omada Health, Inc.

Resmed Inc

Voluntis, Inc

Kaia Health

Biofourmis

Click Therapeutics, Inc

WellDoc's BlueStar

Lark Technologies, Inc.

These companies are at the forefront of developing innovative digital therapeutic solutions across various health conditions.

## Recent Developments:

### United States:

**Medicare Reimbursement Proposal (2024):** CMS proposed new payment codes for digital mental health therapies, potentially increasing adoption and integration into standard care practices.

In 2024, Otsuka Pharmaceutical Co., Ltd. and Click Therapeutics, Inc. received FDA approval for Rejoyn, a mobile application designed to be used alongside medication for the treatment of major depressive disorder.

Japan:

Teijin Pharma and CureApp Collaboration (2024): A joint marketing agreement was established for a prescription digital therapeutic app targeting hypertension, aiming to expand its usage across Japan.

In 2024, Otsuka Pharmaceutical Co., Ltd. established a new subsidiary, Otsuka Precision Health. This new enterprise wants to bring digital therapies such as Rejoyn and other linked health solutions to market, with a particular emphasis on individualized, precision-based healthcare.

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Conclusion:

The Digital Therapeutics Market is expected to increase significantly, owing to technological advancements, rising chronic disease prevalence, and favorable regulatory conditions. As stakeholders continue to invest in and implement these novel technologies, digital therapies will become a fundamental part of modern healthcare delivery systems.

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