European Healthcare Analytics Market Growth, Trends & Forecast to 2020

Description: The Europe Healthcare Clinical Analytics Market has been estimated to be valued at USD XX million for the year 2015 and is projected to reach USD XX million by 2020 at a CAGR of XX% during 2015 to 2020. Healthcare analytics provide insights necessary to propel a business toward growth and success by evaluating healthcare information and make necessary decisions. It's an evidence-based strategy for data collection from multiple sources.

The end users for healthcare analytics include healthcare providers, pharmaceuticals, health insurance companies, clinical and medical research bodies/CROs, Biotechnology and others. Healthcare analytics are applied in the areas of Clinical Data Analytics, Financial Data Analytics, Operational and Administrative Analytics and Research Analytics.

Emergence of Big Data in healthcare, Return of investments within a short duration of time, increasing healthcare IT adoption and technological advances are few key major drivers of this market. However, security of data & lack of manpower with diverse analytical skills are some of the reasons which are hindering the growth of the market.

The European Clinical Analytics Market in Healthcare has been segmented based on products, components and geographical regions. Based on the product type, the market is further segmented into Descriptive, Predictive and Prescriptive analytics. The components include Hardware, Software and Services.

Based on geography, the market is segmented into France, Germany, UK, Italy and Spain. Europe has the second largest share of the healthcare analytics.

Many players in this market are trying to expand their product portfolio in order to top the global market. While few companies are entering into the market by acquisitions, top companies are expanding their growth in this market by acquiring other companies. Few companies adopted product innovation and new product launches as its key business strategy to ensure its dominance in this market. Some of the key players in the Europe Clinical Analytics Market are IBM Corporation, Oracle Corporation, Humedica, Inc., Metric Insights, Inc., Paradigm4, Rapid Insight, Inc., Truven Health Analytics, Inovalon, Inc., MedeAnalytics, Inc. and McKesson Corporation.

Key Deliverables in the Study:

1. Market analysis for the Europe Clinical Analytics Market, with region specific assessments and competition analysis on global and regional scales
2. Market definition along with the identification of key drivers and restraints
3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
4. Extensively researched competitive landscape section with profiles of major companies along with their market shares
5. Identification and analysis of the macro and micro factors that affect the Europe Clinical Analytics Market on both global and regional scales
6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
7. A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
8. Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped.

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