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ECONOMIC IMPACT OF DIGITAL HEALTH IN ASIA

Abstract: the digital health sector in the Asia-Pacific region has seen substantial growth due to increasing demand for telemedicine, digital diagnostics, AI imaging, digital therapies, and online healthcare solutions. The data presented in this article highlights the rapid expansion of digital healthcare technologies, their projected market growth, and regional variations in revenue change.

Keywords: digital health, economic impact

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ЭКОНОМИЧЕСКОЕ ВЛИЯНИЕ ЦИФРОВИЗАЦИИ ЗДРАВООХРАНЕНИЯ В АЗИИ

Аннотация: в секторе цифрового здравоохранения Азиатско-Тихоокеанского региона наблюдается значительный рост в связи с растущим спросом на телемедицину, цифровую диагностику, визуализацию с помощью

искусственного интеллекта, цифровую терапию и онлайн-медицинские решения. Данные, представленные в этой статье, свидетельствуют о быстром распространении цифровых медицинских технологий, прогнозируемом росте рынка и региональных различиях в изменении доходов.

Ключевые слова: цифровое здравоохранение, экономический эффект

The economic impact of this sector is crucial for policymakers, investors, and healthcare providers to understand emerging trends and investment opportunities.

Research methods and materials. The study was conducted on the basis of data of official statistic websites about the economic impact of the digital health in Asia Pacific. Methods of economic, statistical and comparative analysis were applied.

The purpose of the study – to analyse the dynamic of digital health market and its impact on economy of Asia.

Results of the study. The Digital Health market refers to the use of technology to improve health and healthcare delivery. The Digital Health market is experiencing significant growth due to the increasing demand for healthcare solutions that provide convenience, accessibility, and improved patient outcomes [1]. The digital health industry in the Asia-Pacific region is projected to experience a significant increase in market size from 2023 to 2033 [3]. The Compound annual growth rate (CAGR) for digital diagnostics and artificial intelligence imaging is the highest at 27,43%, followed by digital therapies at 18,31%. The overall average CAGR for digital health technologies is 15,4%, indicating robust sectoral expansion. India shows the highest total revenue change (B\$ 0.406) in 2025, followed by China (B\$ 0.322). Australia (B\$ 0.245) and Japan (B\$ 0.236) are showing moderate growth, while South Korea (0.162) has the lowest revenue change among the studied regions [2]. Digital fitness, well-being, and digital treatment & care are major revenue-contributing categories, with China and India leading the market in both sectors. Online doctor consultation is an emerging segment but has relatively lower growth rates compared to other categories. The growth of the Digital Health market is driven by factors such as increasing smartphone penetration, improved internet connectivity, and the growing

need to curb healthcare costs. The market is also supported by government initiatives to spread digitalization across the healthcare sector. The COVID-19 pandemic has accelerated the adoption of digital health solutions, particularly in the Online Doctor Consultations market [1].

Conclusions. The digital health industry is playing a crucial role in transforming healthcare delivery in the Asia-Pacific region. India and China are leading the market due to their high population and increasing adoption of digital health technologies. Japan, South Korea, and Australia are also experiencing notable growth, albeit at a slower pace. Telemedicine, AI-powered diagnostics, and digital pharmacies are among the fastest-growing sectors. Policymakers and investors should leverage this growth by supporting infrastructure development, regulatory frameworks, and technological innovations to sustain the sector's economic expansion.

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