

# Future of Personalised Healthcare

April 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## FACTORS DRIVING PERSONALISED HEALTHCARE

Changes in consumer behaviour and new technologies change healthcare landscape

Consumer interest in health increases during the pandemic

Consumers prefer products and services tailored to their needs

Personalised healthcare to increase spending on hi-tech goods and digital tools

IT companies can increase their role in the healthcare value chain

Areas where tech companies can expand

Case study: M2Gen applies Microsoft technologies to power data analytics platform

Case study: Best Buy expands into the personalised health market

Consumers are still reluctant to share personal data with private companies

Companies need to communicate value and collaborate with governments to improve trust

## COUNTRY READINESS IN PERSONALISED HEALTHCARE

Personalised healthcare index helps to spot key areas for success

Calculation of personalised healthcare index

Countries rank by personalised healthcare index category

Developed markets are among the leaders in the personalised health market for now

Personalised healthcare index by category in selected countries

Case study: UK invests in personalised healthcare due to the ageing population

Case study: Tech giant JD helps to improve personalised healthcare services in China

## IMPACT ON THE MEDICAL SECTOR

Personalised medicine to grow in popularity

Personalised medicine to help prevent, diagnose and treat diseases

Benefits of personalised medicine

Oncology therapies continue to dominate the personalised medicine market

The US and China hold strong potential in personalised medicine innovation

Challenges of personalised medicine and examples of potential solutions

Producers embrace non-conventional production methods

Case study: Lonza's Cocoon Platform enables patient-scale cell therapy manufacturing

Challenges and changes in the personalised medicine supply chain

Case study: Bristol Myers Squibb building a new cell therapy facility in the Netherlands

Case study: Thermo Fisher Scientific introduces new packaging and distribution services

The role of contract development and manufacturing companies in personalised medicine

## FINAL REMARKS

Key industry takeaways

Challenges to overcome

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/future-of-personalised-healthcare/report](http://www.euromonitor.com/future-of-personalised-healthcare/report).