

# THE VIEW

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Rising healthcare costs and increased physician burnout in the face of the pandemic has left more consumers conscious of their health. Research studies show a significant growth in the consumer healthcare segment across the globe. This includes OTC medicines and supplements as well as digital health and self-care products. In this month's newsletter, we take a closer look at the top trends, technologies and companies dominating this segment, and what more to expect in healthcare in 2021.



## **Six major consumer healthcare trends for 2021**

The consumer healthcare market has recently seen a steady growth, mostly due to increasing healthcare expenses, focus on self-care and the COVID-19 fuelled strain on healthcare workers. With the spotlight on this industry, explore the top trends that are shaping its future. >>



## **The rise of digital behavioral health amid COVID-19**

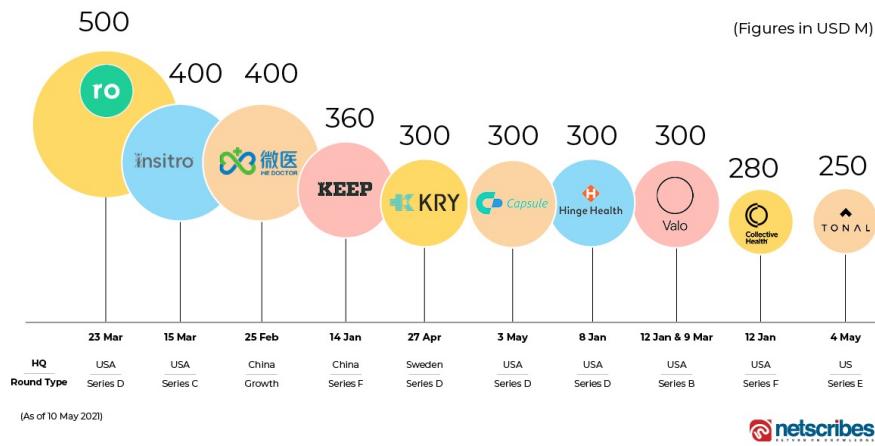
As per studies, more than 100K Americans have reported feelings of anxiety and depression due to the pandemic. So it comes as no surprise then that digital behavioral health firms have witnessed immense investment growth in 2020. Find out this industry's key funding trends, segments and top players. >>



## **Five emerging technologies in telemedicine**

According to the American Medical Association, around 60% to 90% of clinicians have begun using some form of telehealth service since the beginning of the pandemic. Here's a look at how telemedicine firms are leveraging smart tech such as AI, AR, VR and robotics, to ace the game. >>

# Top 10 funded digital health companies so far in 2021



## Not to be missed

### Expert Views

How digital health, selfcare and e-commerce are shaping consumer healthcare's future ([Mckinsey](#))

The importance of self-care and the technology to support it ([Med-tech news](#))

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