

CURRENT TRENDS AND PROBLEMS IN THE DEVELOPMENT OF THE GLOBAL TELEMEDICINE SERVICES MARKET

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Due to the outbreak of the COVID-19 pandemic, the digitalization of the global economy and business along with the growth of the prevalence of chronic diseases requiring constant monitoring the relevance of telemedicine services has immensely increased. Such services are traditional medical services provided using telecommunication technologies [1]. The pandemic has become a catalyst for the rapid development of the global telemedicine market.

According to data [2], in 2024 there were over 116 million users of online consultations with doctors in the world, while in 2019 there were about 57 million. The number of telemedicine users is projected to continue increasing in the coming years, although at a more moderate pace compared to the rapid rise in 2020–2021.

The largest and most developed telemedicine market in the world is the United States, offering a wide range of remote telemedicine services. These are provided by specialized companies such as *Teladoc Health*.

Telemedicine has also developed in Spain. The COVID-19 pandemic served as a catalyst, but further adoption of digital tools was supported by both public demand and technological benefits. According to Deloitte Spain, the telehealth market in Spain reached 627 million euros in 2024, due to increasing digitalization. There are some examples of top providers of telemedicine in 2025 such as Quirónsalud, Salut Digital and Virtualclínica.com. Also, according to the Observatorio de la Salud Digital, 82% of telemedicine users gave satisfied feedback, 77% appreciated the speed of service, and 65% were confident in the quality of online consultations [4].

Telemedicine also demonstrates great potential in countries such as India and China, as a great share of the population needs improved access to medical services, significant healthcare costs, which can be partially reduced through telemedicine. In addition, telemedicine services can reduce pressure on hospitals and doctors, speed up the time to receive a doctor's consultation, etc.

At the same time, the provision of telemedicine services is associated with such problems as access to the Internet, access for the elderly, and people living

in rural areas, which is a significant limitation for many countries, i.e. classic limitations of the ‘digital divide’.

Although the telemedicine market in Ukraine is significantly smaller compared to that of other countries in the world, under martial law it has shown notable growth. Thus, the National Health Service of Ukraine has certified that in 2023, doctors in Ukraine provided 9.8 million remote consultations [1]. However this is only 6% of the total number of consultations.

The mobile clinic “Dobrodok” is actively developing its telemedicine services, cooperating with insurance companies and large corporate clients [3].

Therefore, it is important for the state to implement measures aimed at reducing the digital divide, including expanding the population’s access to modern digital infrastructure and increasing the level of digital literacy of citizens. This involves creating conditions for equal access to high-speed Internet in all regions of the country, in particular in rural areas, which is a necessary prerequisite for the full functioning of telemedicine. Another important area is the training of medical workers in the use of digital technologies in the process of providing medical services and the formation of skills in the population to use telemedicine platforms.

State support for telemedicine startups is also critical, as it will help expand the range of available services and increase the number of participants.

In addition, the state should ensure proper regulatory and legal regulation in the field of telemedicine, covering the issues of protecting patients' personal data, standardizing services and guaranteeing the quality of remote consultations. It is also necessary to stimulate innovations in the field of digital health, in particular, the integration of telemedicine services into the national healthcare system. Thus, overcoming the digital divide is a complex task that combines technological, educational and legal aspects, and is a key condition for the sustainable development of the global telemedicine services market.

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