

Conducting a market entry study for remote patient monitoring services in KSA



Client
US-based Remote Healthcare Solutions Provider



Project
Market Entry Assessment for Remote Patient Monitoring (RPM) in Saudi Arabia



Objective
Support the client in evaluating the feasibility, demand, and competitive landscape for launching RPM and CGM (Continuous Glucose Monitoring) services in Saudi Arabia, while identifying potential entry points and partnership opportunities.

Scope of Work

Market **assessment for RPM services**, including:

- Market size and growth projections along with key drivers (healthcare burden, aging population, chronic disease prevalence)
- Regulatory and reimbursement environment
- Demand across patient demographics and disease-specific segments

Evaluation of the **CGM market as a potential early-entry** segment

Competitive landscape analysis, covering both:

- Government-led digital health initiatives post-COVID-19
- Private sector innovations and international players in RPM/CGM

Investment and partnership ecosystem:

- Review of recent public-private partnerships
- Identification of potential collaborators (e.g., government health bodies, hospitals, tech firms)

Approach

Adopted a hybrid research methodology for analyzing:

- Vision 2030, market reports, healthcare spend trends, and stakeholder interviews for insights on competition, pricing, and patient adoption

Team of two analysts and one senior analyst synthesized insights into a **strategic market entry blueprint**, mapping regulatory enablers, demand pockets, and competitive differentiators

Outcome & Impact

- Enabled the client to understand the RPM and CGM market potential, regulatory enablers, and evolving healthcare priorities in KSA
- **Identify high-opportunity segments** such as geriatric care, smoking-related disorders, and mental health
- Explore **government partnerships as a viable GTM strategy** to scale and develop a market entry and localization plan aligned with Vision 2030



Secondary Research ☒



Primary Research ☒



Data Modelling ☐