

RAPID INTEGRATION OF TECHNOLOGY IN HEALTHCARE BOOSTS FOOT ORTHOTIC INSOLES MARKET

In recent years, healthcare sector has been witnessing several technology driven changes. This, in fact, is helping in the development procedures of healthcare industry altogether. In the process, various inefficiency concerns and cost constraints are highlighted on back of better care deliver aim.

While the industry is trying to capitalize the growing demand by introducing value-based models, the government bodies are forming favorable regulatory norms for easy product approvals. This, in turn, is supporting growth of the healthcare sector.

On-going developments in the healthcare industry is, in turn, benefitting the society to a vast range evidently. There has been improvement in quality of living and increase in average life spans.

Registering the need of people, healthcare professionals are focusing on development of foot orthotic insoles. Technology is integrated in foot orthotic insoles, and these are customized as per the requirement of the patients.

Technological innovation and customization is likely to fulfil both immediate need and enhanced efficiency of the product. Further, the manufacturers have also focused on long term goals such as greater precision, less errors, and better clinical outcomes.

Aforementioned factors are likely to boost [growth of foot orthotic insoles market](#) in coming years.

Demand from Geriatric Population to Reduce Orthopedic Complications pushes Growth

Meanwhile, growing geriatric population across the globe is pushing demand for complicated health equipment. In addition, better healthcare delivery, specifically for patients with orthopedic disorder may minimize the complication rate. This, in turn, has created need for frequent visits to healthcare centers.

On back of these emerging trends, the global foot orthotic insoles market is likely to proliferate by 1.5X in between 2020 and 2026. The market will witness lucrative growth rate.

Meanwhile, number of orthopedic diseases such as arthritis, fasciitis, and similar diseases has been rising in recent years. This, in turn, has resulted in rise in patient pool across the globe. Orthopedic diseases and growing incidence of diabetes have been fuelling demand rate of foot orthotic insoles. The adoption rate of foot orthotic insoles is anticipated to rise approximately by 1.5 times in forthcoming years.

Moreover, youth is more inclining towards sports to pursue it as a career. Growing rate of participation in sports and similar recreational activities is liked to fuel the risk of injuries related to sports. Considering this as an opportunity, various companies are trying to target sports and

outsized athletics. As a result, they are trying to integrate foot orthotic insoles in sports footwear accessories. The integration will provide prominent opportunities for expansion of the foot orthotic insoles market.

Registering the benefits provided by foot orthotic insoles, customized foot orthotic insoles segment is likely to dominate in coming years. The segment is supported by changing preference of the consumer.

Distribution channel is playing significant role in enhancing visibility of the product. With advent of various e-commerce platforms, various athletes are shifting towards online stores for purchasing. Online platforms enable the consumers to browse wide range of products and choose the product according to the requirement. This also aids to save the time while shopping.

As per market analysts, the online store segment is likely to contribute to growth of the global foot orthotic insoles market in coming years.