

Public Health, Prevention, & Personalized Medicine Market by Subsector, 2019-2022

	Market Size (US\$ billions)				Average Annual Growth Rate	
	2019*	2020*	2021	2022	2019- 2020	2020- 2022
Public Health & Prevention	\$330.0	\$505.9	\$567.9	\$572.0	53.3%	6.3%
Personalized Medicine	\$28.1	\$31.2	\$32.9	\$38.9	11.0%	11.6%
TOTAL	\$358.2	\$537.2	\$600.9	\$610.9	50.0%	6.6%

* 2019 and 2020 figures for this sector have been revised since GWI released the previous version of the Wellness Economy Monitor, resulting in a large increase in this sector's size starting in 2020. In the last couple of years, the WHO has made major revisions and updates to country-level health expenditures data published in the Global Health Expenditure Database, resulting in a large increase in the share of health expenditures spent on preventive care and public health from 2020 forward. These retroactive updates are likely due to the challenges and delays in public sector data collection efforts during the pandemic, which are the underlying source of the WHO's data.

Note: Figures may not sum to total due to rounding. See the "Definitions" section for detailed descriptions of the subsectors.

Source: Global Wellness Institute, based on data from the WHO, OECD, and other sources.



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