

Health and Wellness Tourism in China

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Abstracts

Health and wellness tourism in China remained unpopular over the review period compared with developed countries, although sales grew by 12% in current terms in 2013, mainly due to relatively high prices, previous low awareness and consumer education. Most Chinese tourists still considered sightseeing as their first priority, so that they normally only found time for tourist attractions. Meanwhile, there were few well-designed and highly welcomed travel routes and itineraries as a choice for...

Euromonitor International's Health and Wellness Tourism in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Medical Tourism, Spas.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Health and Wellness Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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