

Health and Wellness Tourism in Colombia

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Abstracts

Colombia is one of the most appealing destinations for medical treatments in Latin America, because of the high qualifications of its professionals and the low cost of complex procedures compared to the same procedures in the country of origin. This resulted in an increasing influx of foreign visitors estimated at more than 50,000 in 2013. The most demanded procedures were for heart surgery, bariatric surgery, general surgery, aesthetical procedures and eye care. Medical tourism grew over the...

Euromonitor International's Health and Wellness Tourism in Colombia 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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Rising Demand for Luxury

Online Sales Continue Growing

Travel and Tourism Industry Will Continue Seeing Positive Growth

SWOT

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