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Health and Wellness Tourism in Malaysia

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Abstracts

Health and wellness or medical tourism in Malaysia is governed by an official organisation called Malaysia Healthcare Travel Council (MHTC). MHTC is a primary agency entrusted by the Malaysian Government to focus on developing and promoting medical tourism in Malaysia. In addition, MHTC also acts as a one- stop centre for all information pertaining to medical or health-related treatments available in Malaysia for medical tourists through platforms like MHTC Careline and web portals.

Euromonitor International's Health and Wellness Tourism in Malaysia 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;

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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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