

Switzerland Healthcare & Medical Tourism Market Size, Share & Trends Analysis Report By End Use (Private Care, Public Care), By Service (Radiology, Aesthetic Medicine), And Segment Forecasts, 2021 -2028

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Abstracts

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Switzerland Healthcare & Medical Tourism Market Growth & Trends

The Switzerland healthcare and medical tourism market size is expected to reach USD 90.3 billion by 2028, based on a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 6.7% from 2021 to 2028. The high quality of care, the expansion of the service portfolio by care providers, and initiatives to promote medical tourism are expected to boost the market growth during the forecast period.

As medical tourism is a key contributor to market growth, the government is taking efforts to improve the quality of care. The total number of tourists traveling to Switzerland for medical treatment is rapidly increasing. Even though the cost of medical care is high compared to other European countries, Switzerland has always been a popular destination for medical tourism. This can be attributed to the well-established healthcare infrastructure with the presence of trained healthcare professionals, high quality and patient privacy standards, and beautiful locations. The COVID-19 pandemic has negatively impacted the medical tourism industry. Due to travel restrictions and fear of contracting the infected, many patients postponed their plans and/or had to seek treatment in their own countries. Many wellness resorts and hospitals witnessed a decline in overnight stays due to the pandemic.



Partnerships and collaborations to provide care enable service providers to compete with other players to a strong foothold in the market. In August 2020, Berit Klinik announced a collaboration with Appenzell Ausserrhoden Hospital Association to set up a private-public partnership. As part of the partnership, the two hospitals will jointly operate an orthopedic department at Heiden Hospital. The market also witnessed certain investments in establishing new healthcare centers. For instance, in January 2019, Clinique de Montchoisi, in collaboration with Dr. Piet No?, funded the construction of Rwanda Charity Eye Hospital, a 100-bed hospital in Rwanda. Such measures assist in fulfilling the increasing demand for care services in the market.

Switzerland Healthcare & Medical Tourism Market Report Highlights

Switzerland is emerging as a rising star in medical tourism. It is among the leading European countries in terms of the number of international visitors. The healthcare providers are focusing on providing a wholesome medical tourism experience combining medical treatment with luxurious natural retreats, mountain resorts, and spa traditions

By end-use, public care led the market in 2020. Private care is expected to grow at the fastest rate during the forecast period. When compared to public hospitals, private hospitals in Switzerland offer inpatient hospital treatments at a much lower tariff, thus increasing the inclination toward private hospitals amid the cost of medical care in the country

Based on service, the aesthetic medicine segment is expected to exhibit the fastest growth rate during the forecast period due to the availability of products and increasing awareness regarding cosmetic treatments

The industry is witnessing product launches and initiatives for business expansion. For instance, in September 2018, SIS Medical launched three balloon catheters viz. NIC Nano hydro, NIC 1.1 hydro, and EasyT, which are used to dilate closed and narrow vessels during interventional cardiology. The efforts for product innovation will help meet the demand for cardiovascular treatment and improve the quality of care

After the detection of the first COVID-19 positive case in February 2020, the government in Switzerland declared a "special situation" as per the Epidemics Act. In the first quarter of 2020, the COVID-19 pandemic brought international travel to an abrupt halt and significantly impacted Switzerland's medical tourism.



industry. However, the gradual easing of COVID-19 restrictions and opening of clinics and hospitals for international patients are factors expected to impel market growth in the coming years



Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation & Scope
- 1.1.1 Estimates and Forecast Timeline
- 1.2 Research Methodology
- **1.3 Information Procurement**
- 1.3.1 Purchased database:
- 1.3.2 GVR's Internal Database
- 1.3.3 Secondary sources
- 1.3.4 Primary research
- 1.4 Information or Data Analysis
- 1.5 Market Formulation & Validation
- 1.6 Model Details
- 1.6.1 Volume price analysis
- 1.7 List of Secondary Sources
- 1.8 List of Abbreviations
- 1.9 Objectives
- 1.9.1 Objective -
- 1.9.2 Objective -
- 1.9.3 Objective -

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Outlook
- 2.2 Segment Outlook
 - 2.2.1 End Use
 - 2.2.2 Service

CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Lineage Outlook
- 3.1.1 Parent market outlook
- 3.2 Penetration & Growth Prospect Mapping
 - 3.2.1 Analysis
- 3.3 Market Dynamics
 - 3.3.1 Market driver analysis
 - 3.3.1.1 High quality of care



- 3.3.1.2 Initiatives to promote medical tourism
- 3.3.2 Market restraint analysis
- 3.3.2.1 Shortage of local workforce & overworked employees
- 3.3.3 Market Opportunity Analysis
- 3.3.4 Market Challenge Analysis
- 3.4 Switzerland Healthcare & Medical Tourism Industry Analysis Porter's
 - 3.4.1 Bargaining power of buyers: low
 - 3.4.2 Bargaining power of suppliers: high
 - 3.4.3 Competitive rivalry: high
 - 3.4.4 Threat of new entrants: low
 - 3.4.5 Threat of substitutes: low
- 3.5 Switzerland Healthcare & Medical Tourism Industry Analysis PEST
- 3.5.1 Political & legal landscape
- 3.5.2 Economic landscape
- 3.5.3 Social landscape
- 3.5.4 Technological landscape

3.6 Qualitative Analysis: Impact of COVID-19 on Switzerland Healthcare & Medical Tourism Market

CHAPTER 4 SWITZERLAND HEALTHCARE MARKET: END-USE ANALYSIS

- 4.1 Switzerland Healthcare End-use Market Share Analysis, 2020 & 2028
- 4.2 Switzerland Healthcare End-use Market: Segment Dashboard
- 4.3 Market Size & Forecasts and Trend Analyses, End-use Segment, 2016 to 2028
 - 4.3.1 Private care
 - 4.3.1.1 Private care, 2016 2028 (USD Million)
 - 4.3.2 Public Care
 - 4.3.2.1 Public care, 2016 2028 (USD Million)

CHAPTER 5 SWITZERLAND HEALTHCARE MARKET: SERVICE ANALYSIS

- 5.1 Switzerland Healthcare Service Market Share Analysis, 2020 & 2028
- 5.2 Switzerland Healthcare Service Market: Segment Dashboard
- 5.3 Market Size & Forecasts and Trend Analyses, End-use Segment, 2016 to 2028
 - 5.3.1 Radiology
 - 5.3.1.1 Radiology, 2016 2028 (USD Million)
 - 5.3.2 Orthopedics
 - 5.3.2.1 Orthopedics, 2016 2028 (USD Million)
 - 5.3.3 Aesthetic medicine



- 5.3.3.1 Aesthetic medicine, 2016 2028 (USD Million)
- 5.3.4 Cardiovascular treatment
- 5.3.4.1 Cardiovascular treatment, 2016 2028 (USD Million)
- 5.3.5 Pain management
- 5.3.5.1 Pain management, 2016 2028 (USD Million)
- 5.3.6 Fertility and gynecology treatment
- 5.3.6.1 Fertility and gynecology treatment, 2016 2028 (USD Million)
- 5.3.7 Gastroenterology
- 5.3.7.1 Gastroenterology, 2016 2028 (USD Million)
- 5.3.8 Dental treatment
- 5.3.8.1 Dental treatment, 2016 2028 (USD Million)
- 5.3.9 Others
- 5.3.9.1 Others, 2016 2028 (USD Million)

CHAPTER 6 SWITZERLAND MEDICAL TOURISM MARKET: COUNTRY ANALYSIS

- 6.1 Market Size & Forecasts and Trend Analyses, 2016 to 2028
- 6.1.1 Switzerland medical tourism market, 2016 2028 (USD Million)
- 6.2 Inbound Patient Traffic Analysis, 2019
- 6.3 Patient Preference: Qualitative Analysis
- 6.4 List of Hospitals

CHAPTER 7 COMPETITIVE ANALYSIS

- 7.1 Recent Developments & Impact Analysis, by Key Market Participants
- 7.2 Competition Categorization (Key Innovators, Market Leaders, Emerging Players)
- 7.3 Company Market Position Analysis (Geographic Presence, Service Portfolio,

Employee Strength)

7.4 Company Profiles

- 7.4.1 Klinik Hirslanden, Zurich
- 7.4.1.1 Company overview
- 7.4.1.2 Service benchmarking
- 7.4.1.3 Strategic initiatives
- 7.4.2 Swiss Medica XXI Century S.A.
- 7.4.2.1 Company overview
- 7.4.2.2 Service benchmarking
- 7.4.2.3 Strategic initiatives
- 7.4.3 Biologic Aesthetic DentalCARE
- 7.4.3.1 Company overview



- 7.4.3.2 Service benchmarking
- 7.4.4 Berit Klinik
- 7.4.4.1 Company overview
- 7.4.4.2 Service benchmarking
- 7.4.4.3 Strategic initiatives
- 7.4.5 Clinique de Genolier
- 7.4.5.1 Company overview
- 7.4.5.2 Service benchmarking
- 7.4.5.3 Strategic initiatives
- 7.4.6 Clinique de Montchoisi
- 7.4.6.1 Company overview
- 7.4.6.2 Service benchmarking
- 7.4.6.3 Strategic initiatives
- 7.4.7 Hirslanden Clinique Cecil
- 7.4.7.1 Company overview
- 7.4.7.2 Service benchmarking
- 7.4.8 Private Clinic MENTALVA
- 7.4.8.1 Company overview
- 7.4.8.2 Service benchmarking
- 7.4.9 Rehabilitation Clinic Zihlschlacht
- 7.4.9.1 Company overview
- 7.4.9.2 Service benchmarking
- 7.4.10 Grand Resort Bad Ragaz
- 7.4.10.1 Company overview
- 7.4.10.2 Service benchmarking
- 7.4.10.3 Strategic initiatives
- 7.4.11 Clinica Sant'AnnA
- 7.4.11.1 Company overview
- 7.4.11.2 Service benchmarking
- 7.4.11.3 Strategic initiatives
- 7.4.12 WALDHOTEL HEALTH & MEDICAL EXCELLENCE
- 7.4.12.1 Company overview
- 7.4.12.2 Service benchmarking
- 7.4.12.3 Strategic initiatives
- 7.4.13 Swiss mEDICAL NETWORK
- 7.4.13.1 Company overview
- 7.4.13.2 Service benchmarking
- 7.4.13.3 Strategic initiatives
- 7.4.14 The Swizz Leading Hospital



7.4.14.1 Company overview

7.4.14.2 Service benchmarking 7.4.14.3 Strategic initiatives 7.4.15 Privatklinik Hohenegg AG 7.4.15.1 Company overview 7.4.15.2 Service benchmarking 7.4.15.3 Strategic initiatives 7.4.16 Klinik Im Park 7.4.16.1 Company overview 7.4.16.2 Service benchmarking 7.4.16.3 Strategic initiatives 7.4.17 Private Clinic Meiringen 7.4.17.1 Company overview 7.4.17.2 Service benchmarking 7.4.18 Hirslanden Klinik Aarau 7.4.18.1 Company overview 7.4.18.2 Service benchmarking 7.4.18.3 Strategic initiatives 7.4.19 Pyramide am See Clinic 7.4.19.1 Company overview 7.4.19.2 Service benchmarking 7.4.20 HIRSLANDEN SALEM-SPITAL 7.4.20.1 Company overview 7.4.20.2 Service benchmarking 7.4.21 Schmerzklinik Basel 7.4.21.1 Company overview 7.4.21.2 Service benchmarking 7.4.21.3 strategic initiatives 7.4.22 Klinik Beau-Site 7.4.22.1 Company overview 7.4.22.2 Service benchmarking 7.4.22.3 strategic initiatives 7.4.23 Clinique La Colline 7.4.23.1 Company overview 7.4.23.2 Service benchmarking 7.4.23.3 strategic initiatives 7.4.24 SW!SS REHA 7.4.24.1 Company overview 7.4.24.2 Service benchmarking

Switzerland Healthcare & Medical Tourism Market Size, Share & Trends Analysis Report By End Use (Private Care,...



- 7.4.25 Berit Klinik
 - 7.4.25.1 Company overview
- 7.4.25.2 Service benchmarking
- 7.4.25.3 strategic initiatives
- 7.4.26 BESAS Bern Hospital Center for Geriatric Medicine
- 7.4.26.1 Company overview
- 7.4.26.2 Service benchmarking
- 7.4.27 cereneo Schweiz AG
- 7.4.27.1 Company overview
- 7.4.27.2 Service benchmarking
- 7.4.27.3 strategic initiatives
- 7.4.28 CLINIC BAD RAGAZ
- 7.4.28.1 Company overview
- 7.4.28.2 Service benchmarking
- 7.4.28.3 strategic initiatives
- 7.4.29 LEUKERBAD CLINIC
- 7.4.29.1 Company overview
- 7.4.29.2 Service benchmarking
- 7.4.30 Clinique de Maisonneuve
- 7.4.30.1 Company overview
- 7.4.30.2 Service benchmarking
- 7.4.30.3 strategic initiatives
- 7.4.31 Clinique Valmont
- 7.4.31.1 Company overview
- 7.4.31.2 Service benchmarking
- 7.4.32 Hochgebirgsklinik Davos
- 7.4.32.1 Company overview
- 7.4.32.2 Service benchmarking
- 7.4.32.3 strategic initiatives
- 7.4.33 Hof Weissbad AG
- 7.4.33.1 Company overview
- 7.4.33.2 Service benchmarking
- 7.4.34 Klinik Schloss Mammern
- 7.4.34.1 Company overview
- 7.4.34.2 Service benchmarking
- 7.4.35 Oberwaid AG
- 7.4.35.1 Company overview
- 7.4.35.2 Service benchmarking
- 7.4.36 Rehaklinik Dussnang AG



- 7.4.36.1 Company overview
- 7.4.36.2 Service benchmarking
- 7.4.36.3 strategic initiatives
- 7.4.37 Salina Rehabilitation Clinic
- 7.4.37.1 Company overview
- 7.4.37.2 Service benchmarking





List Of Tables

LIST OF TABLES

TABLE 1 List of secondary sources

TABLE 2 List of abbreviation

TABLE 3 Average number of patients visiting every year

TABLE 4 List of hospitals

TABLE 5 Switzerland private care market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 6 Switzerland public care market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 7 Switzerland radiology market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 8 Switzerland orthopedics market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 9 Switzerland aesthetic medicine market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 10 Switzerland cardiovascular treatment market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 11 Switzerland pain management market estimates and forecast, 2016 - 2028(USD Million)

TABLE 12 Switzerland fertility and gynecology treatment market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 13 Switzerland gastroenterology market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 14 Switzerland dental treatment market estimates and forecast, 2016 - 2028 (USD Million)

TABLE 15 Switzerland others market estimates and forecast, 2016 - 2028 (USD Million)

Switzerland Healthcare & Medical Tourism Market Size, Share & Trends Analysis Report By End Use (Private Care,...



List Of Figures

LIST OF FIGURES

- Fig. 1 Switzerland healthcare market segmentation
- Fig. 2 Market research process
- Fig. 3 Information procurement
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Value chain-based sizing & forecasting
- Fig. 7 QFD modeling for market share assessment
- Fig. 8 Market formulation & validation
- Fig. 9 Market outlook, 2020 (USD Million)
- Fig. 10 Penetration & growth prospect mapping
- Fig. 11 Market trends & outlook
- Fig. 12 Market driver relevance analysis (Current & future impact)
- Fig. 13 Market restraint relevance analysis (Current & future impact)
- Fig. 14 Switzerland healthcare end-use market share analysis, 2020 & 2028, USD million
- Fig. 15 Switzerland healthcare end-use market: Segment dashboard
- Fig. 16 Private care, 2016 2028 (USD million)
- Fig. 17 Public care, 2016 2028 (USD million)
- Fig. 18 Switzerland healthcare service market share analysis, 2020 & 2028, USD million
- Fig. 19 Switzerland healthcare service market: Segment dashboard
- Fig. 20 Radiology, 2016 2028 (USD million)
- Fig. 21 Orthopedics, 2016 2028 (USD million)
- Fig. 22 Aesthetic medicine, 2016 2028 (USD million)
- Fig. 23 Cardiovascular treatment, 2016 2028 (USD million)
- Fig. 24 Pain management, 2016 2028 (USD million)
- Fig. 25 Fertility and gynecology treatment, 2016 2028 (USD million)
- Fig. 26 Gastroenterology, 2016 2028 (USD million)
- Fig. 27 Dental treatment, 2016 2028 (USD million)
- Fig. 28 Others, 2016 2028 (USD million)
- Fig. 29 Switzerland medical tourism market, 2016 2028 (USD million)
- Fig. 30 Impact analysis by key market participants
- Fig. 31 Competition categorization
- Fig. 32 Company market position analysis



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