

Hospital Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Hospital Market in India 2014 captures the largest segment of the overall domestic healthcare market. The emerging Indian economy is witnessing rapid expansion of the hospital market. The growing burden of disease, along with unhealthy lifestyles, aging population, growing affordability and widespread health insurance penetration comprise some of the key factors propelling the hospital sector. The market is clearly segmented into public and private sectors wherein the public sector caters to a larger population base that is unable to afford the relatively expensive private hospital services. The private sector is diverting its business progressively from metro city markets and is focusing on capturing market share in tier-II and tier-III cities with the introduction of hospital chains and specialty clinics aimed at attracting the masses towards quality healthcare services.

The Indian government's awareness about the large gap in the delivery of healthcare services is seeing both direct and indirect initiatives towards raising the level of service availability. Higher budgetary allocations, financial incentives and public private partnerships are some of the methodologies being adopted to bridge this gap. A number of non-healthcare related business houses are also venturing into the healthcare delivery space due to the immense growth opportunities that exist within the sector, resulting in greater competitiveness and betterment of service delivery on the part of the market players.

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About

Market

The hospital market in India was valued at INR x2 tn in 20?? and is expected to reach INR x5 tn by 20??

The sector is divided primarily into public and private along with NGO operated hospitals

Constantly rising population results in perennial shortage of hospital beds

Drivers & Challenges

Drivers

Surge in Medical Tourism

Government Initiatives Propelling Investment

Growing Target Hospitalization Population Group

Shortage of FDI Inflow in Indian Hospitals

Growing Health Insurance Market

Rising Disposable Income

Challenges

Shortage in Number of Hospital Beds

Increasing Lifestyle Diseases

Shortage of Medical Professionals

Lack of Investment in IT Infrastructure

Trends

Increasing International Participation

Adoption of Smart Grid Maturity Model (SGMM)

Adoption of Smart Meter

Healthcare Industry Overview

According to "World Health Statistics 2011 Report, India", healthcare comprised of r% of India's GDP in 20—

Public and private expenditure on health as percentage of GDP was r1% and r2% respectively

Favorable demographics, increase in awareness levels and better medical care are some factors that are driving healthcare sector in India

Hospital forms the largest segment of overall healthcare market followed by pharmaceutical, medical devices, health insurance and diagnostics

Gradual penetration of health insurance is stepping up affordability of health services through increased demand for preventive and curative healthcare services

Superior quality healthcare coupled with low treatment cost in comparison to other countries is benefiting Indian medical tourism, thereby steering forth Indian healthcare market

Treatment for major surgeries in India costs approximately m% of that in developed countries

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