

Medical Tourism Market in India 2014

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Date: November 2014

Pages: 89

Price: US\$ 950.00 (Single User License)

ID: M6D060DB0E1EN

Abstracts

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Netscribes' latest market research report titled Medical Tourism Market in India 2014 analyses the growth of the market due to the availability of healthcare facilities in the country which are comparable to developed countries and is available at costs that are several times lower than the latter. Currently, the market is witnessing heavy inflow of international patients and this is expected to increase in coming years. Apart from the low costs, increase in the inflow of foreign patients is resulting from the fact that the minimum waiting time is required for a treatment in India and the rising demand for alternative medicine available here. The major medical destinations in India such as Tamil Nadu and Maharashtra provide first class facilities to international patients.

Factors leading to the growth of market are the availability of high quality treatment at low costs, increasing demand for fertility treatments, alternative medicine, aesthetic pleasure and convenience to patients. The main challenges to the market are regulatory issues, no provisions for follow up care, unsuitable environment and problems associated with travelling, lack of international accreditations and strong competition from other Asian countries. The government is involved in promotional activities and provides several incentives to help the market grow. The market players can be categorised as hospitals and medical tour facilitators. The market is dominated by private hospitals as they provide an end-to-end service that combines personalized services rendered in the hotel industry to top-of-the-line quality healthcare.

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