

Booming Medical Tourism in Malaysia

<https://marketpublishers.com/r/BD6F2C2F79AEN.html>

Date: April 2013

Pages: 70

Price: US\$ 800.00 (Single User License)

ID: BD6F2C2F79AEN

Abstracts

The Malaysian medical tourism industry is going through a phenomenal growth phase, offering immense opportunities for players involved in the business. Despite the global economic downturn, the market is growing exceptionally in each and every field of medical treatment.

Healthcare expense in developed countries together with the issue of time is making people seek affordable healthcare services in developing countries such as Malaysia.

In their latest research study, “Booming Medical Tourism in Malaysia”, RNCOS’ analysts identified and deciphered the market dynamics in important segments to clearly highlight the areas offering promising possibilities for the companies to boost their growth. The market is anticipated to grow at a CAGR of 13% during 2013-2017. The robust growth in revenue along with medical tourists is being driven by factors such as cost-effective treatments, skilled medical professionals, and government support.

In the report, the Malaysian medical tourism market is studied thoroughly on various grounds. Comprehensive study of the current market scenario along with the existing medical infrastructure covering hospitals, healthcare human resources and technological developments has been done. Moreover, different drivers and characteristics of the market have been discussed along with forecasts to provide an understanding of the market dynamics. This section intends to aid companies in designing their business strategies and provide them with key insights that can help them boost their profits. Also, the research has included an in-depth analysis of costs, comprising comparison of cost saving in various countries and treatment wise cost comparison of Malaysia with other countries.

Further, the report covers analysis of market, broken down into eight major market segments. This has helped our analysts to clearly identify and highlight the market

segments offering maximum opportunity for growth. For instance, our study reveals that alternative medicines are becoming very much popular in Malaysia. Tourists are being fascinated by the alternative medical practices as these practices not only cure the illness but also increase the resilience of the human body devoid of any side effects.

The study further delves into the detailed description of the major players in the industry, covering description of their businesses and their recent developments. This will help the reader to gain a deeper insight into each key market player. In a nutshell, the research provides all the prerequisite information for intending clients looking out to venture into these markets, and facilitates them to devise strategies while going for an investment/partnership in Malaysian medical tourism industry.

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