

Brazil Healthcare Market Analysis

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Abstracts

Backed by several factors, such as strong government support and high healthcare demand amongst others are propelling the Brazilian healthcare market to grow at a fast pace. In fact, Brazil can be claimed to be one of the most lucrative healthcare markets in Latin America. Even the Brazilian Government has adopted relevant initiatives and implemented proper plans and policies that resulted in positive development of the overall healthcare services and facilities.

Furthermore, the prevalence of diseases is high in Brazil and the country's relative affordability factor is also attracting investments in the form of company mergers and setups. Besides, better standards of living in Brazil are also increasing the relative healthcare expenditure in the country. Healthcare spending in the country is expected to grow at a CAGR of around 4.5% during 2011-2014.

The pharma sector in the market has been growing and the generics sector especially has shown tremendous growth over the past years. With several factors, such as increasing patent expiries and greater generic company involvement in Brazil, this segment can be expected to be a main factor for growth of the pharma sector. Innovation and improvements in the medical equipment sector have been consistent in Brazil. The hospitals and primary care sector have also shown promising developments in the industry with greater private sector participation.

The government has been playing a key role in broadening the horizon and revenue patterns of the healthcare industry. With the proper launch of several effective programs, such as Smiling Brazil and UPA 24 Hours, the government has also ensured the better implementation of these kinds of healthcare policies. Investment, management of resources, and awareness building are some of the key goals under such programs. Primary healthcare has been one of the major focus areas, as the country still faces concerns regarding disease prevalence and basic services.

The future outlook of healthcare industry is quite optimistic as companies are investing huge amounts of money in information technology, innovative medical equipments, and clinical research. Health insurance in the country is gaining momentum and has opened opportunities for the private sector as well apart from the government and public insurance facilities. Moreover, world's leading healthcare providers are looking towards Brazil as an ideal destination for further expansion, as people are becoming more health conscious and there is a large growth potential. In such a scenario, the sector offers significant attraction to several stakeholders, and those participating in the industry developments. The industry is also beset with certain limitations which are covered in the report overcoming which will be of great benefit to the performance of the overall sector.

The report "Brazil Healthcare Market Analysis" covers all the necessary aspects of the Brazilian healthcare market, providing an in-depth research and prudent analysis of the key segments. The segments covered in the report include: Hospital Services Industry, Pharmaceutical Industry, Medical Devices Industry, and Other emerging market segments. The report presents an insight into the current industry trends; key market drivers, and the government initiatives to enable clients understand the market structure and it's prospective during the forecast period. The report also covers detailed information about the active market players along with their strengths and weaknesses.

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