

Brazil Healthcare - New Opportunities for Growth

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Abstracts

Brazil is considered as one of the most lucrative healthcare market in Latin America with highest healthcare expenditure. Strong government support and high healthcare services demand are some of the major factors propelling the country's healthcare market to grow at a fast pace. The Brazilian Government has adopted several initiatives and implemented proper plans and policies that resulted in positive development of the overall healthcare services and facilities.

According to our report, "Brazil Healthcare - New Opportunities for Growth", the healthcare expenditure in the country has been rising continuously with better standards of living. Healthcare spending in the country is also anticipated to grow at a CAGR of around 8.6% during 2012-2015. The main factors behind the high healthcare expenditure include the prevalence of various diseases in the country. Almost one-fourth of the population is suffering from hypertension. Other major prevalent diseases covered in the report include cancer, tuberculosis, obesity, and diabetes.

Among the healthcare sectors, the pharmaceutical market in the country witnessed tremendous growth, especially generics market that witnessed more than 40% growth in 2011 against the previous year. With several factors, such as increasing patent expiries and greater generic company involvement in Brazil, the segment is anticipated to be the main factor for growth of the pharmaceutical market in the country. Besides, innovation and improvements in the medical equipment sector have been consistent in Brazil.

Besides, as per our findings, the future outlook of Brazil healthcare IT-industry is quite optimistic as hospitals in the country are investing huge amounts of money in information technology. The world's leading healthcare IT-companies are also looking towards Brazil as an ideal destination for their business expansion. For instance, Agfa HealthCare has acquired the Brazil's healthcare IT-company and also into partnership with hospitals to provide IT-solutions in the country. In such a scenario, the sector offers

significant attraction to several stakeholders, and those participating in the industry developments.

Besides, private healthcare insurance industry is growing in the country as large percentage of population is covered under Unified Health System. However, people are moving towards private healthcare plans and the number of people covered under private healthcare plans has increased to almost one-third of the total population. In addition, the report covers the detail analysis of medical tourism industry, clinical trials and biotech industry in Brazil.

The report “Brazil Healthcare - New Opportunities for Growth” 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, Healthcare IT industry and other emerging market segments. It also presents an insight into the current industry trends; key market drivers, and the government initiatives to enable the clients understand the market structure and it’s prospective during the forecast period. The report also covers detailed information about the active market players in hospital services, pharmaceutical, medical devices and healthcare IT-sector.

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