

Turkey Medical Tourism Outlook 2017

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Abstracts

The phenomenon of receiving healthcare abroad has grown over the past several years. Due to increasing healthcare costs at home, more and more Americans and Europeans are traveling to the other countries seeking cheaper medical treatments. People are now choosing to receive healthcare services in places, where they can receive comparable or better quality treatment at lower costs. In such a scenario, Turkey has emerged as one of the most popular destinations of the world for medical tourism.

The country's medical tourism industry has unprecedentedly grown during the past few years. Factors such as world-class healthcare infrastructure, highly-skilled healthcare professionals, close proximity with many European countries and cost-effectiveness has escalated growth of Turkey's medical tourism. We expect the same trend to continue in future, which will lead to increase in the number of medical tourists visiting Turkey. It is anticipated that Turkey's medical tourism market will rise at a CAGR of around 6% during 2013-2017, according to our new research report "Turkey Medical Tourism Outlook 2017".

During our research, we have found that dentistry, cosmetic surgery, eye treatment, infertility treatment and hair transplant are the most popular medical treatments for tourists visiting Turkey. Our report studies all these major segments of the industry, and observed that most of the medical tourists visit Turkey for dental treatment. Hair implants, on the other hand, is a fast growing segment which attracts tourists mainly from Arabian countries.

As cost is one of the prime factors for success of Turkey's medical tourism industry, we have thoroughly analyzed the cost-effectiveness of the country. In our report, we have compared the cost of major treatments in Turkey with respect to the other countries and found that Turkey enjoys a considerable price advantage.

Besides, the report also includes industry drivers and trends that shapes up the market. The report discusses how the increasing role of facilitators, growth in old and disabled tourism, and need for alternative cure will put the medical tourism of the country on a growth trajectory.

Furthermore, the report provides profiling of the major players including Memorial Healthcare Group, Florence Nightingale Hospital Group, and many others. The players section includes their business description, and recent developments to provide a brief idea of the competitive landscape.

Thus, the report covers all the important aspects of Turkey's medical tourism industry, which will help consultants, industry analysts, and vendors to get an in-depth knowledge of the industry.

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