

Egypt Prenatal and Neonatal Care Market, By Device Type (Prenatal Care, Neonatal Care), By Application (Jaundice, Pneumonia, Respiratory Disorders, ENT, Others), By End User (Hospitals, Pediatric & Neonatal Clinics, Others), By Region, Competition Forecast & Opportunities, 2028F

<https://marketpublishers.com/r/E8412C1A593CEN.html>

Date: August 2023

Pages: 73

Price: US\$ 3,500.00 (Single User License)

ID: E8412C1A593CEN

Abstracts

The Egypt Prenatal and Neonatal Care Market is expected to grow at an impressive rate during the forecast period 2024-2028. The major factors include the increasing population and birth rate, growing awareness & emphasis on maternal and child health, increasing healthcare spending, technological advancements, and increasing private sector involvement.

Egypt's large population has led to an increased demand for neonatal and prenatal care services, creating a large market for healthcare providers in the country. According to Worldometer's analysis of the most recent United Nations data as of Thursday, April 13, 2023, the population of Egypt is 107,687,132. The population of Egypt makes up 1.31% of the entire global population.

Egypt has made significant progress in improving maternal and child health outcomes in recent years, with a focus on reducing maternal and neonatal mortality rates. The government has implemented several initiatives aimed at improving access to neonatal and prenatal care services, including providing subsidies for healthcare services and increasing the number of healthcare facilities and trained healthcare professionals.

The Egyptian government has increased its healthcare spending in recent years, with a focus on improving healthcare infrastructure and services which has increased the

availability of neonatal and prenatal care services in the country.

The use of technology in healthcare has increased in recent years, particularly in the field of neonatal and prenatal care. Advancements in medical technology have led to the development of new and innovative products and services, which are expected to drive growth in the market. For example, the use of telemedicine and remote monitoring devices has made it easier for healthcare providers to monitor the health of pregnant women and newborns.

The private sector has become increasingly involved in the provision of healthcare services in Egypt, including neonatal and prenatal care. This has led to increased competition and innovation in the market, driving growth and improving the quality of care provided to patients.

While there are several factors driving the growth of the neonatal and prenatal care market in Egypt, there are also several factors that may hamper its growth in the forecast period. These include limited healthcare infrastructure, low healthcare spending, socioeconomic and cultural factors, and political instability. Despite recent efforts to improve healthcare infrastructure in Egypt, the country still faces challenges in terms of providing adequate healthcare facilities and equipment. This can lead to a shortage of healthcare providers and a lack of access to essential neonatal and prenatal care services in some areas of the country.

Home-based care is becoming increasingly popular in Egypt, particularly among pregnant women and new mothers. This trend is being driven by a desire for more personalized and convenient care, as well as concerns about the safety and quality of care provided in hospitals and clinics.

Advances in prenatal screening technology have made it possible to identify potential health issues in fetuses earlier and more accurately than ever before. For example, noninvasive prenatal testing (NIPT) allows healthcare providers to screen for chromosomal abnormalities such as “Down Syndrome” without invasive procedures that carry potential risks of miscarriage.

Telemedicine, which involves the use of videoconferencing and other remote communication technologies to provide healthcare services, is becoming increasingly popular in prenatal and neonatal care. Telemedicine can improve access to care in rural or underserved areas, while also reducing the need for in-person appointments and hospital visits.

Breastfeeding has long been recognized as a key component of infant health. In the past three years, there has been a growing emphasis on promoting and supporting breastfeeding. Initiatives such as the Baby-Friendly Hospital Initiative, which encourages hospitals to adopt practices that promote breastfeeding, have become increasingly popular.

Increasing Prevalence of Nosocomial Infections in Newborns

The increasing prevalence of nosocomial infections in newborns is a significant factor driving the growth of the prenatal and neonatal care market in Egypt. Nosocomial infections, also known as healthcare-associated infections, occur during hospitalization or treatment in a healthcare facility.

Newborns are particularly vulnerable to nosocomial infections, as their immune systems are not fully developed, and they may be exposed to a variety of pathogens in the hospital environment. These infections can lead to serious health complications and, in some cases, even death.

In Egypt, there has been a growing awareness of the importance of preventing nosocomial infections in newborns, which is driving the demand for advanced neonatal care products and services. Healthcare providers are increasingly investing in infection control measures, such as hand hygiene protocols, sterilization procedures, and the use of antimicrobial products.

Additionally, there is a growing demand for advanced neonatal care products that can help prevent or manage nosocomial infections in newborns. This includes products such as ventilators, incubators, and other medical devices that are designed to reduce the risk of infection.

The increasing prevalence of nosocomial infections in newborns is also driving innovation in the prenatal and neonatal care market in Egypt. Manufacturers are developing new products and technologies aimed at improving infection control and reducing the risk of nosocomial infections in newborns.

Increasing Population and Birth Rate

Egypt's growing population and birth rate are significant factors driving the growth of the prenatal and neonatal care market in the country. This increase in population is

expected to lead to a corresponding increase in the number of births, creating a greater demand for prenatal and neonatal care services.

With more women giving birth, there is a growing need for access to high-quality prenatal care, which includes regular check-ups, screenings, and monitoring of fetal development. Prenatal care can help identify potential health issues early on, allowing healthcare providers to intervene and manage these issues before they become more serious.

Additionally, as the birth rate increases, there is a greater need for neonatal care services to support the health and development of newborns. This can include interventions such as monitoring vital signs, providing nutrition support, and treating any medical condition upon their emergence.

The growing demand for prenatal and neonatal care services is leading to increased investment in this sector by both public and private healthcare providers. Additionally, private healthcare providers are opening new clinics and hospitals, expanding their services, and investing in new technologies like nonin-

vasive prenatal testing (NIPT), ultimately driving competition and innovation in the market.

Growing Awareness and Emphasis on Maternal and Child Health

Growing awareness and emphasis on maternal and child health are important factors driving the growth of the prenatal and neonatal care market in Egypt.

There has been a growing emphasis on preventative care and patient-centered approaches in maternal and child health. This includes increasing access to prenatal care, promoting healthy behaviors during pregnancy, and encouraging early identification and management of potential health issues in both mothers and newborns.

As awareness and emphasis on maternal and child health increase, there is/will be a greater demand for high-quality prenatal and neonatal care services. This is driving the growth of the prenatal and neonatal care market in Egypt, as healthcare providers and manufacturers of neonatal and prenatal care products and services seek to meet the evolving needs of patients and healthcare consumers.

Furthermore, the growing emphasis on maternal and child health is also driving

innovation in the prenatal and neonatal care market. This includes the development of new technologies and interventions aimed at improving health outcomes for mothers and newborns, such as non-invasive prenatal testing (NIPT), advanced neonatal incubators, and telemedicine.

Market Segmentation

The Egypt Prenatal and Neonatal Care Market can be segmented by device type, application, end user, and region. By device type, the market includes Prenatal Care and Neonatal Care. Application segments include Jaundice, Pneumonia, Respiratory Disorders, ENT, and Others. End user categories consist of Hospitals, Pediatric & Neonatal Clinics, and Others.

Market Players

Phoenix Medical, Atom Medical Corp, GE Egypt, PHILIPS Egypt, Natus Medical Incorporated, among others, are some of the leading companies operating in the market.

Report Scope:

In this report, Egypt Prenatal and Neonatal Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Egypt Prenatal and Neonatal Care Market, By Device Type
 - o Prenatal Care
 - o Neonatal Care
- Egypt Prenatal and Neonatal Care Market, By Application
 - o Jaundice
 - o Pneumonia
 - o Respiratory Disorders

- o ENT
- o Others
- Egypt Prenatal and Neonatal Care Market, By End User
 - o Hospitals
 - o Pediatric & Neonatal Clinics
 - o Others
- Egypt Cardiovascular Devices Market, By Region
 - o Cairo
 - o Qalyubia
 - o Alexandria
 - o Port Said
 - o Giza
 - o Suez

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Egypt Prenatal and Neonatal Care Market

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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