

India Home Healthcare Market By Equipment Type (Therapeutics {Home Respiratory Therapy, Insulin Delivery, Home Intravenous Pumps, Home Dialysis Equipment, and Other Therapeutic Equipment}, Diagnostics {Diabetic Care Unit, Blood Pressure Monitors, Multi-Parameter Diagnostic Monitors, Home Pregnancy and Fertility Kits, Other Self-Monitoring Equipment, Apnea and Sleep Monitors, Holter Monitors, Heart Rate Meters, and Other Diagnostic Equipment}, and Mobility Assist Equipment {Wheelchair, Home Medical Furniture, and Walking Assist Devices}), By Services (Skilled Home Care {Physician/Primary Care, Nursing Care, Physical, Occupational, and/or Speech Therapy, Nutritional Support, Hospice & Palliative Care, and Other Skilled Home Care Services}, Unskilled Home Care), and By Region, Competition, Forecast, and Opportunities, 2029

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Abstracts

India home healthcare market is anticipated to witness impressive growth during the forecast period. This can be ascribed to the growing demand for home healthcare

treatment by the people to avoid inconvenience. Home healthcare services offer patients the convenience of receiving medical care and support in their own homes, rather than traveling to a healthcare facility. This is particularly beneficial for patients with mobility issues or those who live far from medical facilities. The market is witnessing significant technological advancements, with the development of telemedicine, remote monitoring, and mobile health (mHealth) technologies. These technologies enable healthcare providers to offer high-quality care and improve patient outcomes in the home healthcare setting. This is expected to create a lucrative growth of the India home healthcare market during the forecast period. According to Statistics India, people can save 10% to 25% of their overall medical treatment cost through home healthcare. This may drive the growth of the India home healthcare market during the forecast period.

Growing Geriatric Population

The aging population is a major driver of the India home healthcare market. The geriatric population in India is expected to reach 340 million by 2050, which will represent more than 20% of the country's total population. This represents a significant increase from the current geriatric population of around 120 million. As people age, they are more likely to develop chronic conditions that require ongoing care and management. This increases the demand for healthcare services, including home healthcare services.

Many elderly individuals prefer to receive care in their own homes rather than in a hospital or other healthcare facility. Home healthcare services allow patients to receive the care they need in the comfort and familiarity of their own homes. Home healthcare services can be more cost-effective than traditional healthcare services, especially for elderly patients who require frequent or ongoing care. By providing care at home, home healthcare services can reduce the need for hospitalization and other expensive treatments. The cost of nursing care can vary depending on the level of care required. Basic nursing care, such as wound care and medication administration, can cost between INR 300 to INR 500 per hour. Advanced nursing care, such as post-operative care or palliative care, can cost between INR 800 to INR 1,500 per hour. Such factors are expected to drive the growth of the India home healthcare market during the forecast period.

Increasing Prevalence of Chronic Diseases

The increasing prevalence of chronic diseases in India is one of the key drivers of the

India home healthcare market. Chronic diseases require ongoing management and support, which can be provided through home healthcare services. As the prevalence of chronic diseases increases, there is a rising demand for long-term care services, which is driving the growth of the India home healthcare market. Home healthcare services can provide cost-effective care for patients with chronic diseases, as it eliminates the need for hospitalization or frequent visits to a healthcare facility. This makes home healthcare services an attractive option for patients with chronic diseases, thereby driving the demand for these services. Home visits by doctors can range from INR 500 to INR 1,500 per visit, depending on the location and experience of the doctor.

Advances in technology are enabling the development of new home healthcare products and services, such as remote monitoring and telehealth services. These innovations are making it easier for patients with chronic diseases to receive care at home and are driving the growth of the India home healthcare market. The rising prevalence of chronic diseases is also contributing to the increasing healthcare costs in India. Home healthcare services can help reduce these costs by providing cost-effective care and reducing the need for hospitalization.

As the elderly population in India grows, the demand for home healthcare services is likely to increase. This is because many older patients prefer to receive care at home rather than in a health facility, and home health services are well-equipped to meet this need. Such factors are expected to drive the growth of the India home healthcare market during the forecast period.

Growing Awareness and Acceptance of Home Healthcare

Growing awareness and acceptance of home healthcare is another factor driving the growth of the India home healthcare market. Home healthcare services offer patients the convenience of receiving medical care and support in their own homes, rather than traveling to a healthcare facility. This is particularly beneficial for patients with mobility issues or those who live far from medical facilities. In 2020, it is found that 64% of Indian consumers are willing to use home healthcare services, indicating growing acceptance of these services.

Home healthcare providers offer a range of medical services, such as nursing care, physiotherapy, and medical equipment rental. These services are delivered by qualified professionals and are often of the same quality as those provided in a healthcare facility.

The Indian government has recognized the importance of home healthcare services in providing accessible and affordable healthcare and has introduced policies and initiatives to promote the growth of the India home healthcare market. In 2016, the government launched the National Health Policy, which emphasizes the importance of home healthcare services in providing quality healthcare to patients.

The development of technology also promotes home healthcare services, with remote monitoring, telemedicine, and other digital tools, allowing patients to receive medical care and support from home. This is particularly beneficial for patients with chronic conditions who require ongoing monitoring and support. Thus, the India home healthcare market is expected to grow during the forecast period.

Government Initiatives to Promote Home Healthcare

The National Health Policy launched in 2017 by the Government of India recognizes the importance of home healthcare services in providing affordable and accessible healthcare to patients. The policy outlines a plan to increase the availability of home healthcare services and encourages private sector investment in the healthcare industry.

In 2018, the government launched Ayushman Bharat, a government-funded health insurance scheme, which aimed at providing financial protection to vulnerable families in India. The scheme covers the cost of home healthcare services, making them more accessible and affordable to patients.

The Digital India initiative launched by the government aims to promote the use of technology in healthcare delivery. This has led to the development of telemedicine and remote monitoring services, which are often used in home healthcare to provide remote consultations and monitor patient health.

The Startup India initiative launched by the government aims to promote entrepreneurship and innovation in various sectors, including healthcare. This has led to the emergence of several home healthcare startups, which are driving innovation in the sector and promoting the adoption of new technologies. In 2018, the government exempted GST on all services provided by a clinical establishment, including home healthcare services. This exemption has made home healthcare services more affordable for patients and has led to increased demand for these services. As all these initiatives are anticipated to drive the growth of the India home healthcare market during the forecast period.

Market Segmentation

The India home healthcare market can be segmented by product type, by services, and region. based on product type, the market can be segmented into continence care, wound care, ostomy care, clinical nutrition, respiratory care, equipment & housekeeping supplies, and others. Based on services, the market can be segmented into rehabilitation services, pregnancy home care services, nursing services, and others.

Market Players

Portea Medical, Medwell Ventures Pvt. Ltd., Nightingales Home Health Services Pvt. Ltd., Apollo Homecare Corp, Care24 Pvt. Ltd., Healthcare at Home India Pvt. Ltd, Zoctr Health Pvt. Ltd, Healers at Home, India Home Health Care Pvt. Ltd., and HealthCare Global Enterprises Ltd./India. are some of the leading players operating in the India home healthcare market.

Report Scope:

In this report, the India home healthcare market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Home Healthcare Market, By Equipment Type:

Therapeutics {Home Respiratory Therapy, Insulin Delivery, Home Intravenous Pumps, Home Dialysis Equipment, Other Therapeutic Equipment} Diagnostic {Diabetic Care Unit, Blood Pressure Monitors, Multi-Parameters Diagnostics Monitors, Home Pregnancy and Fertility Kits, Others Self-Monitoring Equipment, Apnea and Sleep Monitors, Holter Monitors, Heart Rate Meters, Other Diagnostic equipment}

Mobility Assist Equipment {Wheelchair, Home Medical Furniture, Walking Assist Devices}

India Home Healthcare Market, By Services:

Skilled Home Care {Physician/Primary Care, Nursing Care, Physical,

Occupational, and/or Speech Therapy, Nutritional Support, Hospice & Palliative Care, Other Skilled Home Care Services}

India Home Healthcare Market, By Region:

East India

West India

North India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India home healthcare 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:

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

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