

# **Medical Tourism Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Treatment Type (Cosmetic Treatment, Dental Treatment, Cardiovascular Treatment, Orthopaedic Treatment, Bariatric Surgery, Fertility Treatment, Ophthalmic Treatment, Others), By Type (Domestic v/s International), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global medical tourism market is anticipated to expand from USD 44.03 billion in 2025 to USD 126.43 billion by 2031, reflecting a compound annual growth rate (CAGR) of 19.22%. This industry involves patients crossing international borders to obtain healthcare services. The market's upward trajectory is primarily fueled by stark price differences for comparable treatments, easier access to specialized therapies or technologies not offered in a patient's home country, and shorter wait times for urgent medical care. Consequently, driven by financial benefits and the desire for specialized expertise, more individuals are traveling overseas for both routine and intricate medical procedures.

Based on a 2024 survey by the Medical Tourism Association, 63.3% of patients indicated that facility accreditation played a role in selecting their healthcare provider. However, market growth faces a major hurdle in the form of maintaining reliable care quality and proper post-treatment follow-up across varied global healthcare networks. These complexities often raise apprehensions about possible medical complications and the difficulties associated with pursuing malpractice claims.

## **Market Driver**

Rising medical expenses in numerous developed countries act as a major catalyst for the worldwide medical tourism industry, prompting patients to look for budget-friendly care overseas. In nations like the United States, the high cost of medical interventions drives people to seek international substitutes that provide equivalent care standards at significantly lower prices. To illustrate, the International Federation of Health Plans noted in its 2024 International Healthcare Cost Comparison Report (released in March 2026) that the median price for coronary bypass surgery in the U.S. stood at \$89,094, compared to just \$10,734 in Spain. Such vast differences in pricing make traveling for medical purposes a financially attractive option, particularly for procedures that are elective or not covered by insurance, thereby shaping destination preferences and fueling market expansion.

Long wait times for specialized treatments within various public healthcare frameworks serve as another crucial growth driver. Individuals residing in countries with universal healthcare models, including the United Kingdom and Canada, frequently encounter extensive delays for essential operations, pushing them to find faster solutions abroad. For instance, an ExpatHealth.org report from March 2026, referencing the Fraser Institute's 2024 annual survey, highlighted that the median waiting period in Canada from a primary care referral to seeing a specialist hit 30.0 weeks in 2024. Because prolonged delays can worsen health conditions, the prospect of receiving prompt treatment at international hospitals becomes highly appealing. As a result of these factors, the global medical tourism sector is steadily growing, drawing roughly 14 million patients across borders each year for healthcare, according to a December 2024 International Bar Association report citing the Medical Tourism Association.

## **Market Challenge**

A major obstacle facing the worldwide medical tourism industry is the difficulty of guaranteeing uniform healthcare quality and proper post-treatment follow-up across a wide range of international health systems. This complex challenge is rooted in the distinct differences in regulatory rules, clinical standards, and technological capabilities from one nation to another, which ultimately results in a disjointed experience for the patient. As individuals travel overseas for medical procedures, they frequently face inconsistencies in communication methods, clinical guidelines, and aftercare assistance, paving the way for troubling interruptions in their continuity of care.

These logistical and regulatory complications restrict market expansion by eroding trust and heightening the perceived dangers of cross-border healthcare. The absence of unified clinical pathways and dependable systems for long-term monitoring sparks fears

about inadequate recovery, unforeseen health complications, and challenges in pursuing legal action for medical negligence. In fact, a 2026 report by Global Healthcare Accreditation revealed that more than 80% of medical tourism initiatives rely on fragmented platforms for coordinating patient care, causing disconnected journeys for those receiving overseas treatments. Such structural disconnects discourage potential medical travelers who value a smooth and consistently high-quality experience from the start of their treatment to full recovery.

## **Market Trends**

The Global medical tourism industry is being heavily reshaped by the emergence of end-to-end digital patient journey enablement, a trend designed to simplify and unify the entire healthcare travel experience. By leveraging digital solutions that cover everything from the first medical consultation and trip logistics to aftercare monitoring, this approach significantly improves coordination and dialogue between disconnected international health systems. Transitioning to unified digital networks helps resolve the historical fragmentation of cross-border healthcare, building improved efficiency and trust for patients managing intricate medical journeys. As emphasized during a September 2025 Medical Tourism Association webinar called "Unlocking the 90%: Reimagining Medical Tourism for a New Era," an overreliance on obsolete business structures and insufficient technological adoption have blocked access to 90% of the market's potential, underscoring the urgent necessity for thorough digital transformation.

An equally important trend is the growing incorporation of comprehensive holistic health and wellness initiatives into standard medical tourism packages. This shift expands the industry's focus beyond conventional acute surgeries to include longevity regimens, preventive medicine, advanced diagnostics, and dedicated recovery getaways. By merging clinical procedures with wellness practices like nutritional guidance, mindfulness exercises, and spa treatments, medical destinations can appeal to a wider audience looking for well-rounded health benefits and extended visits. This inclusive strategy helps providers stand out while leveraging the increasing consumer appetite for travel centered around personal well-being, a point reinforced by a March 2026 article citing the Global Wellness Institute's estimate that wellness tourism expenditures hit \$894 billion in 2024.

## **Key Market Players**

Apollo Hospitals Enterprise Limited

Fortis Healthcare Limited

Bumrungrad International Hospital Public Company Limited

Bangkok Dusit Medical Services Public Company Limited

KPJ Healthcare Berhad

IHH Healthcare Berhad

Raffles Medical Group Ltd

NMC Health PLC

Asklepios Kliniken GmbH & Co. KGaA

Cleveland Clinic Foundation

## **Report Scope**

In this report, the Global Medical Tourism Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Medical Tourism Market, By Treatment Type

Cosmetic Treatment

Dental Treatment

Cardiovascular Treatment

Orthopaedic Treatment

Bariatric Surgery

Fertility Treatment

Ophthalmic Treatment

Others

Medical Tourism Market, By Type

Domestic

International

Medical Tourism Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Medical Tourism Market.

## **Available Customizations:**

Global Medical Tourism Market report 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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