

# **Saudi Arabia Health Check-up Market By Test Type (Blood Glucose Tests, Kidney Function Tests, Bone Profile, Electrolytes, Liver Function Tests, Lipid Profile, Cardiac Biomarkers, Tumor Biomarkers, Others), By Application (Cardiovascular Diseases, Metabolic Disorders, Cancer, Inflammatory Conditions, Musculoskeletal Disorders, Neurological Disorders, Others), By Region and Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

Saudi Arabia Health Check-up Market was valued at USD 175.34 Million in 2024 and is expected to reach USD 219.96 Million by 2030 with a CAGR of 4.05% during the forecast period. The Saudi Arabia Health Check-up Market is experiencing substantial growth, driven by increasing health awareness, rising healthcare expenditures, and a growing demand for preventive healthcare services. The market is evolving as both the public and private sectors are investing in health check-up programs to improve the overall well-being of the population while reducing the long-term healthcare burden. This market encompasses a wide range of services, including routine medical examinations, diagnostic screenings, and personalized health assessments.

Despite its growth, the health check-up market in Saudi Arabia faces several challenges. These include the need for more widespread access to affordable health check-up services, especially in underserved regions, and ensuring that individuals follow up on their check-up results for timely treatment. Additionally, while the demand for preventive healthcare is on the rise, some segments of the population still lack awareness about the benefits of regular health check-ups.

## Key Market Drivers

### Growth in Healthcare Industry

The Saudi government's Vision 2030 plan places a strong emphasis on enhancing the quality and accessibility of healthcare services. Under this initiative, there is a concerted effort to promote preventative healthcare, which includes regular health check-ups to detect early signs of diseases and improve overall health outcomes. As part of this push, both public and private healthcare providers are expanding their offerings of health check-up packages, which include comprehensive screenings, diagnostic tests, and preventive care consultations. This government support is crucial in driving the growth of the health check-up market.

As Saudi Arabia's population becomes increasingly health-conscious, the demand for health check-ups is on the rise. Saudi Arabia's health policy seeks to deliver comprehensive healthcare services to all individuals in an equitable and accessible manner. Represented by the Ministry of Health (MoH), the Kingdom has established an integrated healthcare network that spans all regions. Healthcare services in government medical facilities are provided free of charge to citizens, in alignment with a newly implemented health strategy designed to address the evolving needs of the healthcare sector. Growing awareness about the importance of regular health screenings for early disease detection is encouraging individuals to seek out preventive care services. This trend is particularly evident among the middle-class and urban populations who are more inclined to invest in regular check-ups to maintain their health. This cultural shift toward proactive healthcare is playing a significant role in expanding the health check-up market.

The rising prevalence of chronic diseases, such as diabetes, hypertension, and cardiovascular diseases, is driving the demand for regular health check-ups. The findings from the Saudi Health Interview Survey revealed that obesity, hypertension, and diabetes are significant health concerns within Saudi society. In 2023, there were 50,600 cases of diabetes, 51,000 cases of hypertension, 49,000 cases of asthma, and 45,000 cases of obesity per 100,000 individuals. Additionally, a study highlighted that a high BMI among the Saudi population is a key risk factor contributing to the overall disease burden. Saudi Arabia has seen an increase in the incidence of these diseases, primarily due to lifestyle factors such as poor diet, lack of exercise, and high stress levels. As chronic conditions often go unnoticed until they become severe, individuals are increasingly seeking regular health check-ups to monitor and manage their health.

These services offer early detection of risk factors, enabling timely interventions that help reduce the burden of chronic diseases on the healthcare system.

### Surge in Technological Advancements

The Saudi Arabia health check-up market is experiencing a substantial surge, largely driven by rapid technological advancements that are transforming the landscape of preventive healthcare. As the Kingdom continues to embrace digital health innovations, the demand for comprehensive health check-up services is escalating, particularly as individuals increasingly seek proactive solutions for health monitoring and disease prevention.

One of the key factors contributing to this growth is the integration of cutting-edge technologies such as artificial intelligence (AI), machine learning, and advanced diagnostic tools into health check-up services. Saudi Arabia has launched the nation's first AI-powered eye screening solution, poised to transform medical diagnostics within the Kingdom. The 'Eyenai' system is the result of a collaboration between the Saudi Authority for Data and Artificial Intelligence, King Khalid Eye Specialist Hospital, Lean Business Services, and the Saudi Company for Artificial Intelligence. Leveraging advanced analytics and algorithms developed by local AI experts, the system delivers accurate diagnoses of diabetic retinopathy, streamlines the screening process, and reduces both time and costs.

These innovations enable healthcare providers to offer more precise, efficient, and personalized health assessments. AI-driven diagnostic tools, for example, can analyze vast amounts of health data with remarkable accuracy, identifying early signs of chronic diseases such as diabetes, cardiovascular issues, and cancer. As a result, individuals are more likely to undergo regular health check-ups, with the added assurance of early detection and timely intervention.

The proliferation of wearable devices and mobile health applications is also playing a pivotal role in driving the health check-up market. These technologies allow individuals to track their health metrics—such as heart rate, blood pressure, glucose levels, and physical activity—on a continuous basis. By providing real-time data, wearable devices empower individuals to take control of their health and make informed decisions regarding their well-being. Many health check-up services are now integrating these technologies, offering patients tailored health assessments based on the data collected through these devices.

## Key Market Challenges

### Workforce Shortages in Healthcare

Workforce shortages in healthcare represent a significant challenge for the Saudi Arabia Health Check-up Market, as the demand for health check-up services continues to rise. The shortage of qualified healthcare professionals, including physicians, nurses, technicians, and administrative staff, is a key barrier to the efficient delivery of preventive healthcare services and the expansion of health check-up offerings across the Kingdom.

One of the primary issues contributing to workforce shortages in Saudi Arabia's healthcare sector is the imbalance between the growing demand for healthcare services and the limited supply of skilled professionals. As the population ages and the prevalence of chronic diseases such as diabetes, heart disease, and hypertension rises, the need for regular health check-ups and preventive care has intensified. However, the healthcare workforce is often stretched thin, unable to meet the increasing demand for these services. This strain on resources leads to longer wait times, reduced quality of care, and, in some cases, compromised patient safety.

Moreover, the specialized skills required to administer comprehensive health check-ups—including diagnostic screenings, laboratory tests, imaging, and consultations with specialists—demand highly trained personnel. The lack of sufficient numbers of qualified professionals, particularly in rural and remote areas, further exacerbates the challenge. In many regions, patients may face difficulty accessing timely health check-ups due to the limited availability of trained staff, hindering the ability to meet the rising demand for preventive healthcare.

## Key Market Trends

### Rising Demand for Preventive Healthcare

There has been a significant increase in health awareness among the Saudi population, driven by a combination of government initiatives, media campaigns, and the availability of information on the importance of healthy living. As a result, more individuals are recognizing the benefits of early disease detection and the role that regular health check-ups play in maintaining overall health. Preventive measures, such as screenings and routine check-ups, are now seen as essential for identifying risk factors before they develop into serious conditions, contributing to the growing demand for such services.

There is a noticeable shift in societal attitudes towards health and wellness, with an increasing emphasis on maintaining good health rather than just treating illness. Consumers are becoming more proactive in managing their well-being, which is reflected in the growing popularity of health check-ups as a means of staying healthy. This trend is particularly strong among the younger population, who are more attuned to the benefits of preventive care and are increasingly choosing health check-up packages that focus on early disease detection and lifestyle assessments.

Many companies in Saudi Arabia are incorporating preventive healthcare into their employee wellness programs. Saudi Arabia's national initiative to reduce CLABSI rates highlights the effectiveness of strategic planning, collaboration, and the adoption of best practices. The involvement and leadership of government authorities, active participation from all stakeholders including clinicians, data-driven decision-making, and the execution of a comprehensive multimodal strategy have been critical to the initiative's success. Businesses are recognizing the value of investing in the health of their employees, not only to improve productivity but also to reduce healthcare costs in the long run. As part of these initiatives, companies often offer health check-ups and wellness assessments to employees, which has significantly boosted the demand for preventive services. Corporate programs are helping to normalize regular health screenings and creating widespread awareness of their importance.

## Segmental Insights

### Test Type Insights

Based on Test Type, Blood Glucose Tests have emerged as the fastest growing segment in the Saudi Arabia Health Check-up Market in 2024. One of the primary drivers behind this growth is the high incidence of diabetes in Saudi Arabia. According to recent studies, the Kingdom has one of the highest rates of diabetes in the Middle East, with a significant portion of the population affected by both type 1 and type 2 diabetes. The increasing burden of this chronic condition has created a strong demand for regular blood glucose monitoring and early detection of potential issues related to blood sugar levels. Consequently, individuals are increasingly opting for routine blood glucose tests as part of their health check-ups to manage and prevent the onset of diabetes or its complications.

Moreover, there is a growing awareness among the Saudi population regarding the importance of early detection and management of diabetes. The government, along with

various healthcare organizations, has launched public health campaigns to educate the population about the risks associated with high blood sugar levels and the significance of regular testing. These efforts have contributed to a shift in healthcare focus from treatment to prevention, encouraging individuals to undergo blood glucose tests as part of their regular health check-up routine.

### Application Insights

Based on Application, Cardiovascular Diseases have emerged as the fastest growing segment in the Saudi Arabia Health Check-up Market during the forecast period. One of the primary reasons for the growth of the cardiovascular disease segment in the Saudi health check-up market is the high prevalence of CVDs in the population. Factors such as high rates of obesity, hypertension, diabetes, and smoking are contributing to the increasing incidence of heart disease in Saudi Arabia. As more individuals are diagnosed with these risk factors, there is a growing need for preventive health check-ups that focus on cardiovascular health. The demand for comprehensive cardiovascular screenings and regular check-ups to monitor heart health has seen a significant uptick.

The shift toward sedentary lifestyles and the prevalence of unhealthy dietary habits are key drivers of the rising rates of CVDs in Saudi Arabia. Urbanization, along with increased consumption of processed foods high in sugar, salt, and fats, has contributed to the growing burden of heart disease. As a result, individuals are increasingly seeking health check-ups that include specialized cardiovascular screenings to assess their risk for conditions such as heart attacks, strokes, and coronary artery disease. This trend is driving the demand for health check-up packages that specifically target cardiovascular health.

### Regional Insights

Based on Region, Northern & Central have emerged as the dominating region in the Saudi Arabia Health Check-up Market in 2024. Riyadh, as the capital of Saudi Arabia, plays a pivotal role in the healthcare landscape, housing a significant number of hospitals, diagnostic centers, and specialized health check-up facilities. The city's high population density and economic importance make it a focal point for healthcare services. As a result, there is a higher demand for comprehensive health check-ups, including routine screenings, diagnostic tests, and preventive care. The region's advanced healthcare infrastructure enables the delivery of high-quality services, making it an attractive destination for health-conscious individuals seeking preventive health solutions.



Moreover, the Northern and Central regions benefit from the government's Vision 2030 initiative, which aims to transform the healthcare sector by promoting wellness, digital health, and preventive care. This initiative has led to substantial investments in healthcare facilities, digital platforms, and health check-up services. The government's commitment to improving the overall health of the population has led to a focus on increasing access to preventive healthcare, thereby driving the demand for health check-ups in these regions.

### Key Market Players

Eurofins Ajal

Maersk Saudi Arabia

IQVIA SOLUTIONS SAUDI ARABIA LIMITED

Dr Lal PathLabs Pvt. Ltd

Abeer Medical Centers Company

### Report Scope

In this report, the Saudi Arabia Health Check-up Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Health Check-up Market, By Test Type:

Blood Glucose Tests

Kidney Function Tests

Bone Profile

Electrolytes

Liver Function Tests

Lipid Profile

Cardiac Biomarkers

Tumor Biomarkers

Others

Saudi Arabia Health Check-up Market, By Application:

Cardiovascular Diseases

Metabolic Disorders

Cancer

Inflammatory Conditions

Musculoskeletal Disorders

Neurological Disorders

Others

Saudi Arabia Health Check-up Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi

*Saudi Arabia Health Check-up Market By Test Type (Blood Glucose Tests, Kidney Function Tests, Bone Profile, El...*



Arabia Health Check-up Market.

Available Customizations:

Saudi Arabia Health Check-up 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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