

# **UAE Health Check-up Market By Type (General Health Check-up, Preventive Health Check-up, Specialized Health Check-up, Routine & Wellness Health Check-up), By Test (Blood Glucose Test, Kidney Function Test, Bone Profile Test, Electrolytes Test, Liver Function Test, Lipid Profile Test, Special Biochemistry, Cardiac Biomarkers, Hormones & Vitamins, Tumor Markers, Others), By Test Technique (Body fluid tests, Imaging based tests, Non-Imaging Tests), By Application (Cardiovascular Diseases, Metabolic Disorders, Cancer, Inflammatory Conditions, Musculoskeletal Disorders, Neurological Conditions, Others), By Service Provider (Hospital-Based Laboratories, Central Laboratories, Standalone Laboratories), By Region, Competition, Forecast and Opportunities, 2020-2030F**

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## **Abstracts**

UAE Health Check-up Market was valued at USD 77.31 Million in 2024 and is expected to reach USD 106.73 Million with a CAGR of 5.48% through 2030.

The UAE Health Check-up Market has been experiencing significant growth, driven by increasing awareness of the importance of preventive healthcare and the rising

adoption of health screening services across the country. With a robust healthcare infrastructure and a growing focus on health and wellness, the UAE has emerged as a key hub for health check-ups, attracting both local residents and expatriates. For instance, On 14 September 2022, Arab Health reaffirmed its role as a central hub for healthcare trade, securing AED 2.8 billion in healthcare-related contracts, as reported by the GRS Explori Exhibitor Survey conducted during the 2022 edition, held in Dubai in January. The exhibition plays a vital role in supporting UAE Government initiatives such as 'Make it in the Emirates,' a platform aimed at developing the UAE's industrial sector and strengthening its contribution to the national economy. This initiative focuses on 11 priority sectors, including pharmaceuticals and medical technology. The market is characterized by a wide range of health check-up packages offered by hospitals, diagnostic centers, and wellness clinics, catering to diverse demographic groups and medical needs. The demand for health check-ups in the UAE is largely influenced by the country's fast-paced lifestyle, which has led to a higher prevalence of chronic diseases such as diabetes, hypertension, and cardiovascular conditions. This has heightened the need for regular monitoring and early diagnosis. Additionally, government initiatives to promote public health and wellness, such as mandatory health insurance for residents, have further contributed to the growth of the market. Corporate wellness programs also play a pivotal role, with companies providing their employees with health check-up packages as part of their health benefits. The market is witnessing an increasing trend towards personalized health assessments, with more individuals opting for tailored packages that address specific health concerns based on age, gender, and medical history. Moreover, the rise of digital health platforms and telemedicine services is expanding access to check-ups and consultations, providing greater convenience to consumers.

## Key Market Drivers

### Growing Awareness of Preventive Healthcare

The growing awareness of preventive healthcare serves as a cornerstone for the expansion of the UAE Health Check-up Market. A proactive approach to health is increasingly embraced by the population, spurred by collaborative efforts between the government, healthcare providers, and private organizations. Public awareness campaigns, such as those targeting cardiovascular health, diabetes management, and cancer screening, have played a pivotal role in educating individuals about the importance of early detection and regular monitoring. Health expos, seminars, and community health initiatives further amplify this message, ensuring that preventive care becomes a key aspect of the healthcare ecosystem.

The rising prevalence of chronic diseases, such as diabetes, cardiovascular disorders, and obesity, is another critical factor driving the focus on preventive care. According to IDEF 2021 data, the prevalence of diabetes among adults in the UAE stands at 12.3%, with a total of 990,900 adult diabetes cases. These conditions are not only prevalent among the local Emirati population but are also widespread among the expatriate community due to sedentary lifestyles, unhealthy eating habits, and stress. As a result, there is growing recognition that regular health screenings can significantly mitigate risks, enabling early diagnosis and more effective management of these conditions. Preventive check-ups are now seen as investments in long-term health, helping individuals avoid high medical expenses associated with late-stage treatments.

This trend is also strongly aligned with the UAE's Vision 2030, which emphasizes enhancing public health awareness, improving quality of life, and reducing the healthcare burden through prevention. The government has introduced several initiatives to foster a culture of wellness, such as promoting health education in schools and workplaces. Additionally, healthcare providers are offering tailored preventive health packages to meet the diverse needs of the UAE's multicultural population, ranging from basic check-ups to comprehensive diagnostic assessments. As individuals increasingly prioritize their health, the UAE Health Check-up Market is witnessing heightened demand, creating opportunities for innovation and growth. The shift toward preventive healthcare underscores a transformative change in how health is perceived and managed across the nation.

### Rising Prevalence of Lifestyle Diseases

The rising prevalence of lifestyle diseases in the UAE is a critical factor influencing the growth of the health check-up market. As sedentary lifestyles, unhealthy eating habits, and high stress levels become increasingly common among both locals and expatriates, conditions such as hypertension, diabetes, cardiovascular diseases, and obesity are on the rise. These diseases are not only leading causes of morbidity and mortality but also significant contributors to healthcare costs, emphasizing the urgent need for preventive and regular health monitoring. A significant proportion of the UAE population, including expatriates who form a substantial demographic, is affected by these lifestyle disorders. Busy schedules, reliance on processed foods, and limited physical activity contribute to the early onset of such conditions, even among younger age groups. Public health data highlights an alarming trend of increasing rates of diabetes and obesity, with the UAE ranking among the countries with the highest prevalence of these conditions globally. This has spurred greater awareness of the importance of early detection and regular

monitoring, driving the demand for comprehensive health check-up packages.

Healthcare providers are responding to this growing concern by introducing specialized packages tailored to lifestyle-related health risks. These include screenings for blood pressure, blood sugar levels, cholesterol, body mass index (BMI), and other key markers. Personalized health assessments are gaining popularity, offering individuals insights into their specific health risks and guidance on lifestyle modifications to mitigate these risks. Furthermore, the government and healthcare organizations are running campaigns to educate the population about the impact of lifestyle diseases and the importance of early intervention. Workplace wellness programs and corporate health initiatives also contribute significantly by providing regular screenings and promoting healthier habits among employees. The emphasis on combating lifestyle diseases is reshaping the UAE Health Check-up Market, underscoring the critical role of preventive healthcare in addressing the challenges posed by modern living and improving overall public health outcomes.

### Adoption of Advanced Diagnostic Technologies

The adoption of advanced diagnostic technologies is transforming the UAE Health Check-up Market, making health screenings more precise, efficient, and accessible. State-of-the-art innovations such as high-resolution imaging techniques, genetic testing, and AI-driven diagnostic tools are redefining how health assessments are conducted. These technologies provide faster, more accurate results, enabling healthcare providers to detect and address medical conditions at an early stage. This capability is especially crucial in identifying complex conditions like cancer, cardiovascular diseases, and genetic disorders, where early diagnosis significantly improves outcomes. The United Arab Emirates National Cancer Registry (UAE-NCR) 2021 reported that, from January 1 to December 31, 2021, a total of 5,830 patients were diagnosed with either malignant or in situ cancer. Of these, 5,612 cases (96%) were malignant, while 218 cases (4%) were in situ. One notable advancement is the use of cutting-edge imaging systems, such as 3D mammography, MRI, and CT scans, which deliver detailed insights into patients' health. Similarly, genetic testing is gaining popularity for its ability to assess hereditary risks for diseases, allowing individuals to take preventive measures tailored to their genetic profiles. AI-driven diagnostics further enhance the process by analyzing vast amounts of medical data with unmatched speed and accuracy, aiding healthcare professionals in making informed decisions.

Digital health platforms are also playing a pivotal role in revolutionizing the health check-up experience. Online systems for scheduling appointments, accessing test results, and

teleconsultations streamline the entire process, providing greater convenience for consumers. These platforms are particularly appealing to tech-savvy and busy individuals who value seamless and efficient healthcare services. Mobile applications and wearable health devices are further empowering consumers to monitor their health proactively, integrating their data with diagnostic systems for personalized care. Healthcare providers in the UAE are heavily investing in these technologies to cater to the demands of an increasingly health-conscious and technologically inclined population. This shift not only enhances the accuracy and reliability of health screenings but also aligns with the UAE's broader vision of becoming a global leader in healthcare innovation. The integration of advanced diagnostic technologies is reshaping the UAE Health Check-up Market, driving consumer trust, and setting new standards in preventive healthcare. This trend highlights the growing intersection of technology and healthcare, ensuring a future where health assessments are more accessible, efficient, and patient-centric.

## Key Market Challenges

### High Cost of Health Check-up Services

One of the significant challenges facing the UAE Health Check-up Market is the high cost associated with many health check-up services. While the UAE boasts world-class healthcare facilities, the price point for comprehensive health check-ups can be prohibitively expensive, particularly for more extensive screenings or specialized tests. This can discourage individuals from seeking regular health assessments, especially in a country where a significant portion of the population is expatriate. Many of these individuals, who may not have employer-sponsored health insurance or may not fully understand the importance of preventive care, are reluctant to spend on annual check-ups. Even for those with health insurance, out-of-pocket expenses for premium services may remain a financial burden. Additionally, for individuals with chronic health conditions or those requiring specialized testing, the total cost of diagnostics can escalate rapidly, making regular monitoring less accessible. This issue also disproportionately affects lower-income expatriates, who may not be covered by comprehensive insurance plans. Although the government is making strides to provide more affordable healthcare, especially for Emirati citizens, the cost barrier remains a challenge for a large portion of the population.

### Cultural Barriers to Health Check-ups

Cultural attitudes towards health check-ups represent a major challenge in the UAE

Health Check-up Market. In some cases, individuals may not prioritize regular health screenings due to cultural norms, stigma, or fear of receiving negative diagnoses. For instance, some individuals might avoid discussing certain health issues such as mental health or reproductive health, leading to late diagnoses and more complicated medical conditions. In conservative communities, there may also be resistance to certain types of health tests, particularly when they involve gender-specific examinations or discussions of intimate health issues.

There is a cultural tendency in some groups to seek medical attention only when symptoms appear, rather than as part of a preventive approach to healthcare. This reactive mindset contrasts sharply with the proactive approach that preventive check-ups demand. The reluctance to undergo health check-ups due to fear or social stigma, especially among men or older generations, further exacerbates the problem. Addressing this cultural barrier requires a multifaceted approach. Healthcare providers can collaborate with community leaders and influencers to shift cultural attitudes and promote the importance of regular check-ups. Additionally, more culturally sensitive health communication strategies that respect local customs and values are essential in encouraging wider participation in preventive health services. These efforts will help normalize health check-ups as part of everyday health management.

## Key Market Trends

### Increasing Demand for Personalized Health Packages

The increasing demand for personalized health packages is transforming the UAE Health Check-up Market, reflecting a broader shift towards individualized and patient-centric care. This trend is largely driven by consumers' growing awareness of their unique health risks and the desire for more targeted preventive measures. Factors such as age, gender, lifestyle, and family history significantly influence health priorities, prompting consumers to seek customized solutions that align with their specific needs. Personalized health packages cater to diverse demographics by addressing individual concerns. For instance, younger consumers may prioritize packages focusing on fitness, stress management, and early detection of lifestyle-related conditions, while older individuals might seek screenings for chronic diseases, bone health, or cardiovascular assessments. Amidst the public health crisis, the healthcare landscape in the UAE underwent significant transformations, marked by the launch and consolidation of key entities. Notably, ADQ, a holding company with an extensive portfolio of major healthcare ventures in Abu Dhabi, including Abu Dhabi Health Services Company (SEHA), expanded further into the healthcare sector. ADQ

introduced Union 71, a laboratory testing company, and Rafed, a Group Purchasing Organization designed to manage and enhance the procurement of healthcare services and products. Shortly after the establishment of these two entities, ADQ entered into an agreement to merge Rafed and Union 71 with Pure Health, a prominent integrated healthcare solutions provider in the UAE.

Healthcare providers in the UAE are capitalizing on this demand by offering innovative and customizable health packages. These packages often combine diagnostic screenings with value-added services such as lifestyle assessments, fitness consultations, and dietary guidance. The inclusion of such services not only enhances the appeal of these packages but also positions providers as holistic health partners, fostering greater consumer loyalty. Advanced technology, such as genetic testing and AI-driven risk assessment tools, is further enhancing the personalization of these offerings. The shift towards personalized health packages is also fueled by a broader emphasis on preventive care and wellness. Consumers are increasingly proactive about their health, seeking early detection and management of potential issues. This proactive approach is supported by digital health platforms, which provide insights into individual health trends and empower consumers to make informed decisions about their well-being.

### Increasing Focus on Women's and Pediatric Health Check-ups

A growing emphasis on women's and pediatric health check-ups is emerging as a key trend in the UAE Health Check-up Market. This focus stems from increasing awareness of gender-specific and age-specific health needs, supported by targeted campaigns and specialized healthcare services. Women's health check-ups often include screenings for breast cancer, cervical cancer, osteoporosis, and hormonal imbalances, addressing conditions that are prevalent or unique to female physiology. Pediatric health check-ups, on the other hand, cater to the growing demand for early detection of developmental issues, nutritional deficiencies, and congenital disorders in children. Healthcare providers in the UAE are introducing dedicated health packages for women and children, reflecting this trend. These offerings often include comprehensive diagnostic services, tailored consultation sessions, and guidance on preventive measures. The packages for women focus on reproductive health, maternal wellness, and hormonal evaluations, while pediatric check-ups emphasize vaccinations, growth tracking, and the early detection of hereditary or lifestyle-induced conditions such as obesity or diabetes.

The rising disposable income and health-consciousness among families in the UAE contribute significantly to this trend. Many households are willing to invest in advanced

health screenings to ensure the well-being of women and children. Moreover, corporate wellness programs are expanding to include specialized health benefits for female employees, further driving demand for women-focused check-ups. Government initiatives also play a vital role in promoting these check-ups. Awareness campaigns, such as the Pink Caravan campaign for breast cancer awareness, have increased participation in health screenings among women. Similarly, schools and pediatric healthcare centers are promoting regular health evaluations for children, ensuring a proactive approach to healthcare from an early age. This heightened focus on women's and pediatric health is expanding the UAE Health Check-up Market, fostering a more inclusive healthcare landscape that caters to the diverse needs of its population.

## Segmental Insights

### Type Insights

Based on the Type, Preventive Health Check-up segment is currently dominating the UAE Health Check-up Market. This growth is primarily driven by the increasing awareness among consumers about the importance of early disease detection and prevention. Preventive health check-ups focus on identifying potential health risks before they develop into more serious conditions, allowing for timely interventions and reducing the long-term cost of medical treatments. In the UAE, the emphasis on preventive healthcare has been reinforced by government initiatives aimed at promoting health and wellness among citizens. As a result, both individuals and organizations are increasingly opting for comprehensive preventive packages that address a wide range of health concerns, including cardiovascular health, diabetes, cholesterol levels, and more. This segment's appeal is also enhanced by the growing popularity of personalized health check-ups, where tests are tailored to individual health profiles based on factors like age, gender, and family history. The demand for preventive health check-ups is further supported by the shift towards a healthier lifestyle in the UAE, with a rising focus on proactive health management rather than reactive treatment. Preventive check-ups are not only limited to the identification of physical health risks but also include assessments of mental and emotional well-being, thus offering a holistic approach to health. As the healthcare landscape evolves and consumers become more health-conscious, the Preventive Health Check-up segment is expected to maintain its dominance in the UAE Health Check-up Market, continuing to drive growth through both individual and corporate wellness initiatives.

### Test Technique Insights

Based on the Test Technique, In the UAE Health Check-up Market, Imaging-based tests was dominating the market. These tests play a crucial role in providing accurate and detailed insights into a person's health, particularly for detecting underlying conditions that may not be evident through routine physical examinations or simpler diagnostic methods. Imaging techniques such as X-rays, ultrasounds, CT scans, and MRIs have become integral to health check-ups due to their ability to detect a wide range of conditions, including cardiovascular diseases, cancers, bone fractures, and organ abnormalities. These tests allow for early detection, which is critical for effective treatment and improved patient outcomes. Imaging-based tests are particularly valued in the UAE, where there is an increasing focus on preventive healthcare and early diagnosis. the UAE's advanced healthcare infrastructure and state-of-the-art medical facilities have made imaging-based tests more accessible to both local residents and expatriates, further fueling their popularity. These tests are often included in comprehensive health check-up packages, appealing to individuals seeking thorough and detailed health evaluations. The growing demand for specialized health check-ups that cater to specific conditions, such as cancer screenings or cardiovascular assessments, has contributed to the dominance of imaging-based tests. With a high emphasis on precision and accuracy, imaging provides a non-invasive method for monitoring and diagnosing health issues, which aligns well with the healthcare priorities of consumers in the UAE.

## Regional Insights

Dubai was dominating the UAE Health Check-up Market. As the largest and most populous emirate, Dubai has a well-established healthcare infrastructure that caters to both its local population and a large expatriate community. The city's position as a global business hub, coupled with its reputation as a tourist destination, contributes significantly to the demand for health check-ups. The thriving healthcare sector in Dubai is supported by world-class medical facilities, advanced technology, and a strong emphasis on preventive care. The demand for health check-ups, particularly preventive and corporate wellness programs, has surged as both individuals and businesses recognize the value of proactive health management. With a high concentration of multinational corporations, Dubai has seen a significant rise in corporate health check-up offerings, which has further fueled market growth. Dubai's appeal as a medical tourism destination has increased the demand for specialized health check-ups and diagnostic services. Many international patients choose Dubai for health screenings and treatments, drawn by the emirate's state-of-the-art medical centers and internationally trained healthcare professionals.

## .Key Market Players

Quest Diagnostics Incorporated

Laboratory Corporation of America Holdings

Freiburg Medical Laboratory M.E. L.L.C.

OPKO Health, Inc.

Eurofins Biomnis Middle East LLC

Unilabs UAE

Q2 Solutions

Sonic Healthcare Limited

ARUP Laboratories

Unilabs

## Report Scope:

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

UAE Health Check-up Market, By Type:

General Health Check-up

Preventive Health Check-up

Specialized Health Check-up

Routine & Wellness Health Check-up

UAE Health Check-up Market, By Test:

Blood Glucose Test

Kidney Function Test

Bone Profile Test

Electrolytes Test

Liver Function Test

Lipid Profile Test

Special Biochemistry

Cardiac Biomarkers

Hormones & Vitamins

Tumor Markers

Others

UAE Health Check-up Market, By Test Technique:

Body fluid tests

Imaging based tests

Non-Imaging Tests

UAE Health Check-up Market, By Application:

Cardiovascular Diseases

Metabolic Disorders

Cancer

Inflammatory Conditions

Musculoskeletal Disorders

Neurological Conditions

Others

UAE Health Check-up Market, By Service Provider:

Hospital-Based Laboratories

Central Laboratories

Standalone Laboratories

UAE Health Check-up Market, By Region:

Abu Dhabi

Dubai

Sharjah

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Health Check-up Market.

Available Customizations:

UAE 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

*UAE Health Check-up Market By Type (General Health Check-up, Preventive Health Check-up, Specialized Health Ch...*

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

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