

Medical Tourism Market Size, Trends, Analysis, and Outlook By Treatment Type (Cardiovascular treatment, Orthopedic treatment, Cosmetic treatment, Bariatric treatment, Dental treatment, Ophthalmology treatment, Infertility treatment, Alternative medicine, Others), By Service Provider (Public, Private), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Medical Tourism market size is poised to register 24.99% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Medical Tourism market across By Treatment Type (Cardiovascular treatment, Orthopedic treatment, Cosmetic treatment, Bariatric treatment, Dental treatment, Ophthalmology treatment, Infertility treatment, Alternative medicine, Others), By Service Provider (Public, Private).

The Medical Tourism market is experiencing exponential growth driven by increasing healthcare costs in developed countries, advancements in medical technology, and globalization of healthcare services. Medical tourism involves traveling to another country to receive medical treatment or procedures, often at a fraction of the cost compared to domestic healthcare services. Factors such as long wait times for certain procedures, availability of high-quality medical facilities in destination countries, and accessibility to specialized treatments are driving patients to seek healthcare options abroad. Additionally, the rise of telemedicine and digital healthcare platforms has made it easier for patients to research and plan medical trips, further fueling the growth of the medical tourism industry. Moreover, the growing trend towards wellness tourism, which combines medical treatments with leisure activities such as spa retreats and sightseeing, is attracting a diverse range of patients seeking holistic healthcare

experiences. Furthermore, efforts by destination countries to promote medical tourism through marketing campaigns, partnerships with healthcare providers, and streamlined visa processes are expected to continue driving the expansion of the medical tourism market in the foreseeable future.

Medical Tourism Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Medical Tourism market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Medical Tourism survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Medical Tourism industry.

Key market trends defining the global Medical Tourism demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Medical Tourism Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Medical Tourism industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Medical Tourism companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Medical Tourism industry

Leading Medical Tourism companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report

provides key strategies opted for by the top 10 Medical Tourism companies.

Medical Tourism Market Study- Strategic Analysis Review

The Medical Tourism market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Medical Tourism Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Medical Tourism industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Medical Tourism Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Medical Tourism Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Medical Tourism market segments. Similarly, Strong end-user demand is encouraging Canadian Medical Tourism companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Medical Tourism market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Medical Tourism Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Medical Tourism industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Medical Tourism market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Medical Tourism Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Medical Tourism in Asia Pacific. In particular, China, India, and South East Asian Medical Tourism markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Medical Tourism Market Size Outlook- Continued urbanization and rising

income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Medical Tourism Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Medical Tourism market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Medical Tourism.

Medical Tourism Market Company Profiles

The global Medical Tourism market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are MOHW Hengchun Tourism Hospital, Apollo Hospitals Enterprise Ltd., Bumrungrad International Hospital, Mount Elizabeth Hospitals, Raffles Medical Group, Dr. B. L. Kapur Memorial Hospital, Kasemrad Hospital International Rattana Thibet, Mission Hospital, Bangkok Hospital, Miot Hospital, Penang Adventist Hospital

Recent Medical Tourism Market Developments

The global Medical Tourism market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Medical Tourism Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Treatment Type

Cardiovascular treatment

Orthopedic treatment

Cosmetic treatment

Bariatric treatment

Dental treatment

Ophthalmology treatment

Infertility treatment

Alternative medicine

Others

By Service Provider

Public

Private

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

MOHW Hengchun Tourism Hospital

Apollo Hospitals Enterprise Ltd.

Bumrungrad International Hospital

Mount Elizabeth Hospitals

Raffles Medical Group

Dr. B. L. Kapur Memorial Hospital

Kasemrad Hospital International Rattana Thibet

Mission Hospital

Bangkok Hospital

Miot Hospital

Penang Adventist Hospital

Formats Available: Excel, PDF, and PPT

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Apollo Hospitals Enterprise Ltd.

Bumrungrad International Hospital

Mount Elizabeth Hospitals

Raffles Medical Group

Dr. B. L. Kapur Memorial Hospital

Kasemrad Hospital International Rattanathibet

Mission Hospital

Bangkok Hospital

Miot Hospital

Penang Adventist Hospital

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