

## Global Healthcare Demand Report

**A global analysis of the level of household expenditure on healthcare. It provides a quantitative profile of relative market size and trend through to 2030 by region and country and within that by income level. Quite simply it answers the question “which markets will offer the most potential for my brand?”**

### Format

PowerPoint or PDF, about 100 pages

### What it is useful for

Having a measure of the absolute value of expenditure by households on healthcare, how that varies by income level, and how it will grow over the next two decades. It provides a parameter when estimating market potential for a specific product or brand which requires self pay or copayment. It ensures the forecasts for the specific product or brand is sensible relative to the overall market spend on the category.

### Answers to many marketing issues

What is the relative market size and value of the healthcare expenditure?

Which region/market provides better growth potential in the future, in size and value of income and healthcare expenditure?

Which region/market represents more in the upper market (or middle market)?

Which segment within regions represents higher value (and their respective growth rates)?

### Analysis covered in this report:

- Understanding the consumer market from a global perspective
  - Demographic profile of global market by regions, showing the relative importance of each region in terms of population size and profile
  - Projected growth in population size and affluence
- Knowing the relative market value
  - Household income value - showing relative purchasing ability
  - Per capita household income comparison – identify the consumer segment type
- Pinpointing the growth segments of market, by region and by market
  - Household income segment analysed by size and value as well as growth potential
- Quantifying household healthcare expenditure value
  - Household healthcare expenditure trends and growth value– share in size and value and the future growth, by income level and by region

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**Key Findings, Summary, Methodology:** [Validity of Household Income Estimates]; **The Global Demographic Profile** :[Overview, Global Demographic Profile – Summary, Overall Market Profile by Region, Market Overview in Population size and Affluence, Overall Growth Profile by Region, Global Total Population 2010, Long Term Global Total Population Trends, Global Age Profile 2010, Global Age Trends, Global Total Number of Households 2010, Global Total Number of

Households 2010-2030] ; **GDP Forecasts Methodology Employed by Global Demographics:** [Projected trends in total GDP, Share of Total GDP by Region, GDP per capita by Region, Relative GDP per capita by region - 2010, 2020 and 2030, Summary Table - GDP and GDP per cap by Country by Region 2010, 2020 2030] ; **The Global Household Income:** [Summary, Relative Global Household Income Per annum, Relative Share of Global Total Household income – 2010, Trends of global household income, Share of global household income, Global Share of Total Household income and Population, Per Capita Household Income 2010, Change in Per Capita Household income, Global Growth of Total Household Income] ; **Global Distribution of Households by Income:** [Summary, Regional Comparison, Key Segments Defined, Affluent Households, Upper Middle Class, Affluent in Low Income Countries, Upper Middle Class in Low Income Countries, Distribution of Households by income by country by region] ; **The Global Healthcare Demand:** [Summary, The Spending Pattern 2010, Per capita Healthcare Expenditure, Share of Demand on Healthcare 2010, Changes in Share of Global Healthcare Demand, Global Trend of Healthcare Demand 2010 to 2030, Share of Total Healthcare Demand and Population, Global Healthcare Demand – Summary table] ; **Global Healthcare Demand by Income Segment:** [Healthcare Demand of Affluent Households, Healthcare Demand of Upper Middle Class, Summary - Healthcare Demand by Income Segments] ; **Global Healthcare Demand by Income Segment – Less Affluent Markets:** [Healthcare Demand of Affluent in Low Income Countries, Healthcare Demand of Upper Middle Class in Low Income Countries, Healthcare Demand of less Affluent Household, Healthcare Demand by Income Segments of Low Income Countries] ; **Healthcare Demand by Market:** [North America and Western Europe, Affluent Asia, Eastern Europe, South America, Middle East, Developing Asia]

**Regions Covered:**

**South America:** Argentina, Brazil, Chile, Mexico; **Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom; **Eastern Europe:** Armenia, Albania, Azerbaijan, Belarus, Bulgaria, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Turkey; **Middle East and Africa:** Egypt, Iran, Israel, South Africa; **North America:** United States, Canada; **Affluent Asia:** Australia, Hong Kong, Japan, Korea, Macau, New Zealand, Singapore, Taiwan; **Developing Asia:** Indonesia, Malaysia, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam, **China and India**

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