

Healthcare Report - Region

This comprehensive report outlines the **future** health demographics of a country and its healthcare expenditure both in total and by household income level through to 2030. It provides key information to help you master your market and identify where to target your marketing efforts for future success in the healthcare sector.

Available for

Each of 60 countries. For a listing of countries covered please see Regions Covered.

Format

PowerPoint or PDF, about 60 pages

What it is useful for?

The Healthcare report series delivers a blue print of the future healthcare market for 60 countries, providing all the facts necessary to make informed business decisions about strategies for the future.

Questions answered in this report include:

- What are the key population dynamics of this region's population, both historical and forecasted (2000 to 2030) that will shape the healthcare market
- Which aspects of the population profile are changing most rapidly and the impact on the health sector
- The Total Healthcare Expenditure trends showing absolute market size, and the public private payer dynamics reflecting the healthcare financing system and key stakeholders
- Household income and **per capita** healthcare expenditure trends showing potential purchasing ability
- Distribution of households by income and their associated **per capita** healthcare expenditure in each region and how it might be expected to change
- How healthcare expenditure changes by each income segment in size and importance?
- How does it compare with other regions in size and growth?

Content Overview

The report examines how a region's healthcare market will change between 2010 and 2030 in terms of total healthcare expenditure, household healthcare expenditure, income and demographics. The key demographic and socioeconomic factors that shape the future healthcare market are outlined, including the population size, age profile and birth rates, and urbanization followed by income and household expenditure on healthcare. The Total Healthcare Expenditure is forecasted, together with public and private split, reflecting the healthcare financing system and the key stakeholders. The last section of the report looks in detail at the pattern of household healthcare expenditure that is expected to emerge given changes in income, household size, and age profile. In the case of countries which have significant split between urban and rural population (typically urbanisation level under 80%), separate household income and healthcare expenditure information will be outlined for urban, rural as well as total Households. The analysis looks at the pattern of household healthcare

expenditure by 5 key income groups that is expected to emerge given changes in income, household structure, and age profile.

This report is underpinned by an extensive historical database from 1990 to 2008, and a proprietary forecasting model which uses historical relationships to forecast to 2030.

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Summary; Key Trends: Why is the healthcare expenditure increasing? Overall Population Trends: Total Population, Population and Birth Dynamics, Current and Future Age Profile, Age Profile Relative To The World: **Degenerative Disease Wave:** Degenerative Disease trends with age, Degenerative Disease trend, Mortality Trends; **Modernization and Affluence:** Modernization, Impact of Modernization of Degenerative disease rates, Urbanisation trend, GDP per capita, Overall trend of Average Household Income, Average per capita income compared to the world, Global Age affluence profile, Changing Distribution of Household by income, Healthcare payer dynamics, Composition of Healthcare Expenditure, Comparison to World composition of Healthcare Expenditures; **Household Healthcare Expenditure – out of pocket:** Overall trend in total household healthcare expenditure – self pay segment, How does this compare to the world (self pay), Market Value of Healthcare expenditure, Market segmentation by Household income, Market sensitivity by income segment, Overall trend in average household healthcare expenditure, Per capita household healthcare expenditure by income, Per capita household healthcare expenditure relative to other countries, comparison with other parts of the expenditure, Relative importance of urban and rural market; **Urban and Rural household healthcare expenditure; Healthcare Expenditure Summary :** country Summary Healthcare Expenditure Profile
Note that households, income distribution and expenditure pattern is available separate by urban and rural for the regions marked with a ‘*’ below.

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:** Albania, 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, New Zealand, Singapore, Taiwan; **Developing Asia:** Indonesia*, Malaysia, Pakistan*, Philippines*, Sri Lanka*, Thailand*, Vietnam*; **China; India**

*Indicates data is available for each of Urban and rural populations as well as total

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- Immediate if ordering from website

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