



iMED+

شرکت بورسار رهپا آداس
SAHAR REPORTING COMPANY

Iran Market

Healthcare Industry

Latest Edition: 2024



Why Iran?

**Your Gateway to a +500
Million Market**

**Thriving Population of Over
87 Million:**

Boasting a population exceeding 87 million, Iran presents a vast and diverse market for your products and services.

Top-tier

Education and Industrial Hub:

Renowned for its highly educated populace, Iran holds a prominent position as one of the most industrially advanced nations globally.

Cost-Effective

Labor Force:

Benefit from a competitive edge with access to a cost-effective labor force, amplifying your operational efficiency and cost-effectiveness.

Strategic Regional

Hub with Common Borders:

Serving as a central hub in the region, Iran shares common borders with its 7 neighboring countries, boasting a combined population exceeding 420 million therefore, offering unparalleled connectivity and access to neighboring markets, making it an ideal location for expanding your business footprint.



Robust

Transportation

Infrastructure:

Capitalize on extensive paved roads and multiple ports that facilitate seamless transportation, ensuring efficient logistics for your business operations.

Strategic Trade

Partnerships:

Iran has established trade relationships with key partners, including China, the United Arab Emirates, and Iraq.



Entrepreneurial

Spirit:

There is evidence of an entrepreneurial spirit in Iran, with a growing number of startups and innovative businesses in various sectors.

Private Sector

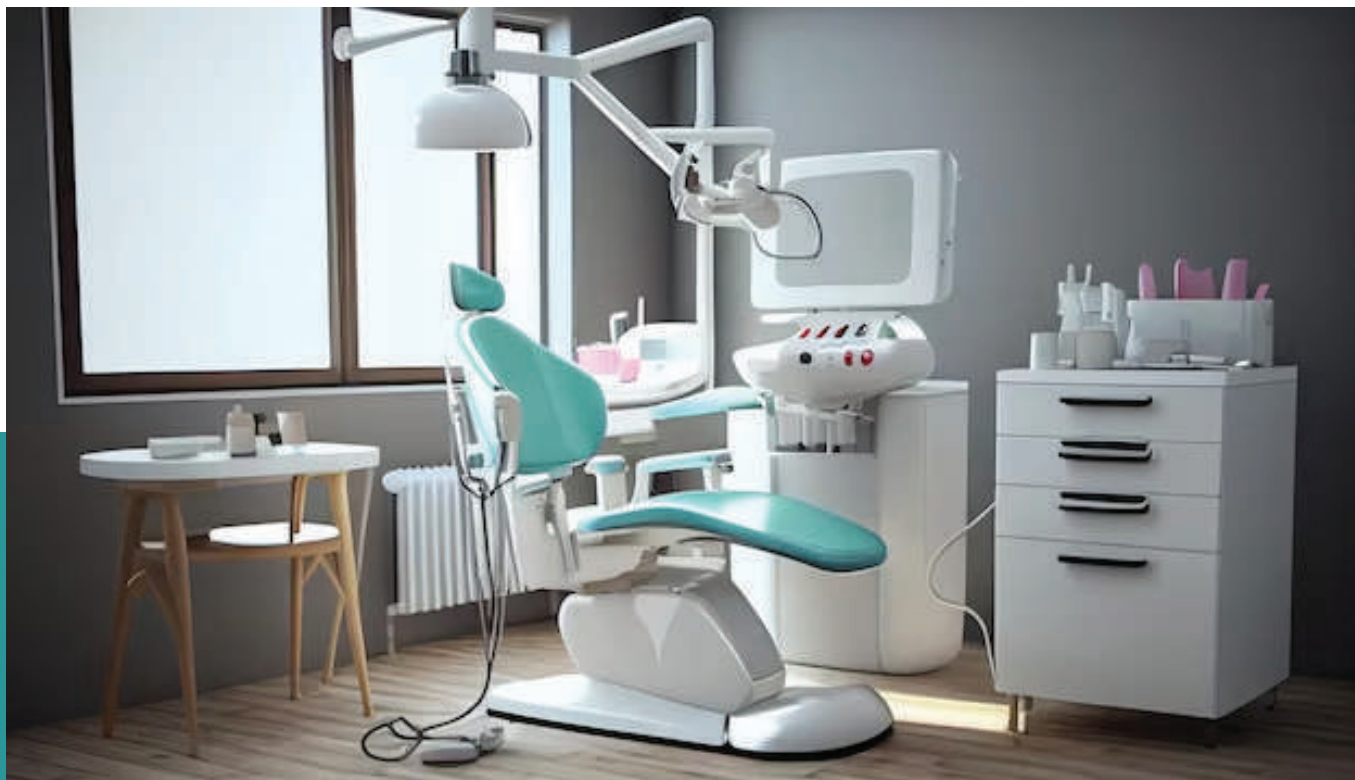
Growth:

There has been a growing emphasis on developing the private sector in Iran, which could lead to increased entrepreneurship and business development.

Emerging

E-commerce Market:

The growth of digital connectivity has led to the emergence of an e-commerce market in Iran, presenting opportunities for online businesses and digital entrepreneurship.



► Dental Equipment Market:

- Projected Revenue in 2024: **\$303.40 million**.
- Projected market size by 2028: **\$406.30 million** with a Compound Annual Growth Rate (CAGR) (2028-2024):**%7.57**.

► Medical Equipment Market:

- Projected Revenue in 2024: **\$6.02 million**.
- Projected market size by 2028: **\$7.18 billion** with a CAGR (2028-2024):**%4.50**.

► Laboratory Equipment Market:

- Despite advancements, Iran imports complex and high-tech laboratory equipment.
- Some locally produced equipment includes advanced diagnostic devices, clinical laboratory equipment, and research equipment.

► Hospital and Clinic Equipment Market:

- Estimated market size in 2024: **\$34.93 billion**.
- Predicted market size by 2028: **\$41.00 billion**.
- Import dependency for life-threatening disease treatment equipment.
- Increasing demand for rehabilitation services due to aging population and non-communicable diseases.

► Drug Market:

- Iran's share of global pharmaceutical market in 2019: **\$2.441 billion**.
- Critical shortage of drugs in Iran, prompting government imports.
- Importation of rotavirus and pneumococcal vaccines by the Ministry of Health, Treatment, and Medical Education.

► Beauty Products Market:

- Iranian consumers have high consumption of cosmetics and hygiene products.
- Projected revenue for beauty and personal care market in 2024: **\$9.12 billion**.
- Cosmetic market revenue projection for 2024: **\$1.13 billion**.

► Increasing Demand:

- Demographic changes and improved acute care leading to increased demand for healthcare.
- Rising incidence of non-communicable neurological diseases.
- Demand for physical rehabilitation services heightened by internal conflicts in the Middle East.
- Iran's population, currently at **87 million**, is aging, with implications for healthcare needs.



► Healthcare Needs in Iran:

- Large population with increasing life expectancy and aging demographic.
- Iran boasts the highest number of hospitals in the Middle East.
- The Iranian government annually increases the healthcare budget to address growing needs.

► Import Dependency:

- Around %65 of medical equipment is imported despite domestic production capacity.
- Some raw materials for medical equipment production not domestically produced.
- Government supports imports through currency allocations.

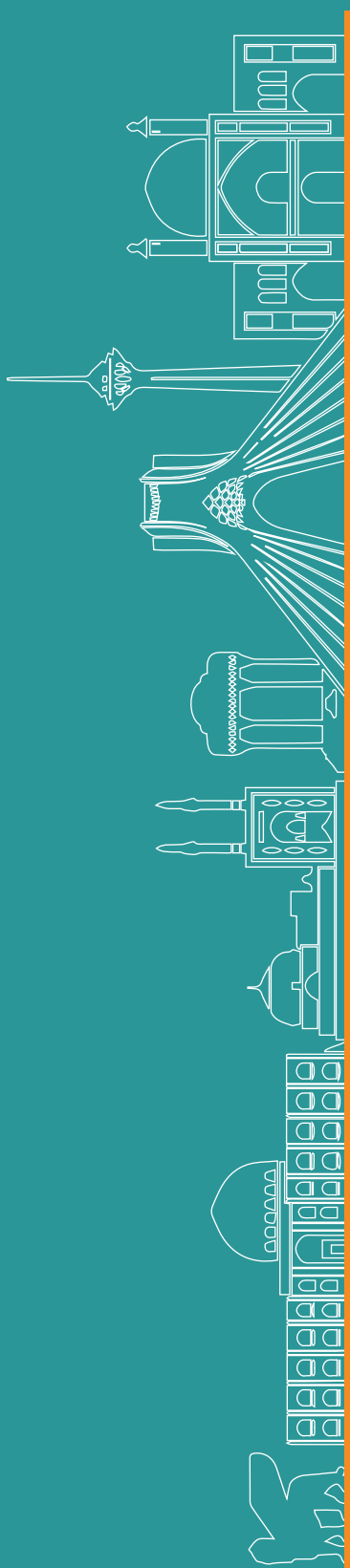
► Health Tourism:

- Iran's health tourism market estimated at a minimum of **\$1.2 billion**.
- Key markets for health tourism include Oman, Afghanistan, Iraq, and the Republic of Azerbaijan.
- Significant growth in cosmetic surgery market, with Iran ranked among the top ten countries globally for cosmetic procedures.
- Cost advantages in cosmetic surgery compared to other countries contribute to Iran's attractiveness as a health tourism destination.

► Number of Hospitals and Treatment Centers:

- **954 active** hospitals in Iran across various sectors including general, women and maternity, psychiatric, children's, burn disaster, cancer and oncology, eye, dermatological, orthopedic, reconstructive surgery, and urology.
- **570 government** hospitals and 337 private hospitals provide services in Iran.





Join us

at the exhibition

to experience firsthand the benefits of engaging with Iran's Dynamic Market and position your business for unparalleled success in these thriving industries.

Organizer:

BRP Co. (Barsaz Rooydad Pars Company)

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