

Turkey Medical Tourism Market, By Type (Inbound v/s Outbound), By Treatment Type (Orthopedic Treatment, Cardiovascular Treatment, Gynecological Treatment, Dental Treatment, Fertility Treatment, Cosmetic Treatment, Others), By Region, Competition Forecast & Opportunities, 2027

Market Report | 2022-08-01 | 76 pages | TechSci Research

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Report description:

Turkey medical tourism market is anticipated to register significant growth in the forecast period, 2023-2027. Factors such as the presence of affordable medical services in the country and the highest number of US-accredited hospitals are driving the market growth. When a population moves from one location to another in search of medical care, it is referred to as medical tourism. Medical tourism is necessary because certain healthcare systems and nations are better developed, more accessible, or more convenient for patients seeking treatment. The main goal of the traveler is to fulfill any medical, therapeutic, or surgical needs that are not readily available in the patient's hometown.

Despite a global lockdown caused by the COVID-19 pandemic, the country made USD2.5 billion in 2020 from medical tourism. Turkey is expected to become a recognized global brand for medical tourism in a few years. The use of technologically improved medical gadgets, modern healthcare infrastructure, ongoing research and development activities in the country, and the developing pharmaceutical industry are making the government heavily invest in the expansion of healthcare services. The nation, which ranks 23 in terms of the caliber of its facilities and services, has a significant impact on medical tourism there. It also plays a significant role in persuading people worldwide to seek medical care in the country, which is expected to drive the growth of the Turkey medical tourism industry over the next five years. Majority of tourists visiting the nation for medical tourism come from different European nations, including Romania, Bulgaria, Romania, Ukraine, Germany, England, etc.

The Turkey medical tourism market is segmented on the basis of type, treatment type, competitive landscape, and regional distribution. Based on the treatment type, the market is divided into orthopedic treatment, cardiovascular treatment, gynecological treatment, dental treatment, fertility treatment, cosmetic treatment, and others. Orthopedic treatment is expected to capture the highest market share in the forecast period, 2023-2027. Advanced medical treatment facilities and the availability

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of cost-effective treatment facilities are driving the segment growth in the forecast period.

The major market players operating in the Turkey medical tourism market are The Health Store Turkey, Dis212 Dental Clinic, Dentway, DentOdream, Corlu Vatan Hospital, CedrusHealth Ltd. Comp., and Avrupagoz Group.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

- To analyze the historical growth in the market size of the Turkey medical tourism from 2017 to 2021.
- To estimate and forecast the market size of Turkey medical tourism market from 2023 to 2027 and growth rate until 2027.
- To classify and forecast the Turkey medical tourism market based on type, treatment type, region, and company.
- To identify the dominant region or segment in the Turkey medical tourism market.
- To identify drivers and challenges for the Turkey medical tourism market.
- To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the Turkey medical tourism market.
- To identify and analyze the profiles of leading players operating in the Turkey medical tourism market.
- To identify key sustainable strategies adopted by market players in Turkey medical tourism market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of companies across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers who could not be identified due to the limitations of secondary research. TechSci Research analyzed presence of all major players across the country.

TechSci Research calculated the market size of the Turkey medical tourism market using a top-down approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these products and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

- Market research and consulting firms
- Government bodies such as regulating authorities and policy makers
- Organizations, forums, and alliances

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Turkey medical tourism market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

-□Turkey Medical Tourism Market, By Type:

o□Inbound

o□Outbound

-□Turkey Medical Tourism Market, By Treatment Type:

o□Orthopedic Treatment

o□Cardiovascular Treatment

o□Gynecological Treatment

o□Dental Treatment

o□Fertility Treatment

o□Cosmetic Treatment

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o Others

- Turkey Medical Tourism Market, By Region:

o Marmara Region

o Central Anatolia

o Aegean Region

o Mediterranean Region

o Black Sea Region

o Southeastern Anatolia Region

o Eastern Anatolia Region

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey medical tourism market.

Available Customizations:

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

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

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(Note: The companies list can be customized based on the client requirements.)

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