

Turkey Medical Device Market Analysis and Forecast 2019-2028

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Report description:

Turkey Medical Device Market Analysis and Forecast 2019-2028

Turkey medical device market is expected to witness a growth rate of around 3.7% during the forecast period of 2022-2028. With a population of over 82 million, a well-established public and private healthcare system in Turkey is accessible and equitable to every resident. Turkey is one of the prominent markets for medical devices in the Middle East & North Africa (MENA) region. According to the data published by the Turkey Government, around 80% of Turkey's medical devices are imported, of which nearly 20% are imported from the US.

Strong macroeconomic growth, increasing disposable income, a rapidly growing population, government support through manufacturing and R&D incentives, and technological advancements in medical devices like smart medical devices are some of the key factors propelling the demand for medical devices in Turkey. In August 2021, Hungarian medical device manufacturer Medior announced to invest US\$ 2.4 million for incubator production in the Turkish capital Ankara. This investment is one of the pioneering steps for economic and trade cooperation between Turkey and Hungary.

Market Segmentation

Turkey medical device market has been analyzed on the basis of type and end use. On the basis of type, the Turkey medical device market is segmented into patient aids, dental products, orthopedics & prosthetics, diagnostic imaging, consumables, and others. The Consumable segment is anticipated to witness considerable growth during the forecast period. Based on end use the market is categorized into hospitals, clinics, diagnostic centers, research laboratories, and others. Among these, hospital segment is expected to experience significant growth in the coming years. Geographically, the market covers the analysis of North Turkey, South Turkey, West & Central Turkey, and East Turkey.

Market structure and competitive landscape

Turkey medical device market is fragmented in nature with the presence of around 6000 companies in the market including Medium and Large scaled companies, manufacturers, exporters, and suppliers. Some of the prominent players that contribute significantly to the Turkey medical device market include, Medtronic plc, Dentac, Umg Uysal, Ayset Medical Urunler San. A.S., RD Global & Invamed, Oruba Medical Technology, TST Medical Devices, Hegeli Orthopedics Ltd., Tulpar Medical Solutions, and others. These companies adopt various strategies in order to reinforce their market share and gain a competitive edge over other competitors in the market. Mergers and acquisitions, partnerships, and collaborations are some of the strategies followed by

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industry players. Some of the key developments in the Turkey medical device market include,

- In September 2021, Turkey-based international medical technology firm RD Global & Invamed has completed the buying of orthopedic implant manufacturer Prosim to expand its global operations. The company has expanded its scope by adding orthopedics to its expertise.

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