

United Arab Emirates (Uae) Home Healthcare Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The United Arab Emirates (UAE) home healthcare market is projected to register a CAGR of 6.2% during the forecast period.

With the strike of COVID-19, the lockdowns were imposed as the earliest response to prevent the spread of the virus. The lockdown had an impeding effect on patients' health suffering from various diseases, as patients' visits to clinics declined and there was also a delay in preventative and essential care. However, initiatives taken by the government of the country to combat COVID-19 also propelled the growth of the studied market. For instance, in April 2020, the Department of Health Abu Dhabi, in collaboration with Injazat Data Systems, launched a new digital platform named the "Remote Healthcare" App for smartphones that allows users easy and safe access to preliminary medical diagnostic services, information, and guidelines. The app aims to maintain the safety and well-being of all members of society and provide them with the necessary healthcare services without having to physically visit healthcare facilities. Such initiatives taken by the government are expected to have a positive impact on the market. Thus, COVID-19 had a pronounced impact on the growth of the market.

The major factors driving the growth of the market include growing burden of various chronic diseases, favorable government support programs coupled with initiatives taken by the market players. For instance, according to Globocan 2020, in the UAE there were around 4,807 new cancer cases reported, and the number of 5-year prevalent cases was around 14,816. Additionally, as per the International Diabetes Federation in February 2022, 990,900 people were living with diabetes in the country, with a prevalence rate of 12.3%. Also, according to the World Health Organization, HIV: Country Profile 2020, there are about 540 adults and children living with HIV in the UAE in 2020. Such a high prevalence of chronic diseases in the country increases the demand for home healthcare, which is expected to boost the market growth.

The initiatives taken by the government also act as a major contributor to the growth of the market. For instance, in September

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2021, Abu Dhabi Health Authorities approved 77 home-care service providers in the emirate, which can continue to serve more than 4,000 patients. Such continuous efforts are undertaken by the Department of Health (DoH) to update and implement advanced models of care that enhance the efficiency of the sector and contribute to healthcare services driving the growth of the market.

Additionally, the launch of home care services by various hospitals in the country is also expected to boost the growth of the market. For instance, in January 2021, Zulekha hospital introduced Zulekha Home Care to ensure access to high-quality healthcare from the comfort of one's home. The home care services cover visits by doctors and nurses, physiotherapy, investigations, medication management, and medical equipment rentals. Such initiatives taken by hospitals are expected to boost the growth of the market.

Furthermore, in July 2022, Pyramid Health Services, part of Hayat Health, under the umbrella of Ghobash Group, entered the Dubai market. The company offers experienced and top-of-the-line medical care to pediatric, geriatric, and adult patients across a wide spectrum. Such a launch of services is driving the growth of the market.

Thus, owing to the abovementioned factors, the market is expected to project growth over the forecast period. However, a lack of skilled professionals may impede the growth of the market.

UAE Home Healthcare Market Trends

The Diagnostic Product Segment is Expected to Hold the Large Market Share in the Market Over the Forecast Period

The diagnostic products segment is expected to account for the most significant revenue over the forecast period due to a rise in the prevalence of chronic disorders, a rise in technological advancements, the launch of new products for self-monitoring like multi-parameter diagnostic monitors, home pregnancy, and fertility kits, coupled with the entry of various international players, and others.

The strategic initiatives taken by the various international players to enter the UAE market are also expected to propel the growth of the segment. For instance, in May 2022, Mainz Biomed N.V., a molecular genetics diagnostic company specializing in the early detection of cancer, and Dante Labs, one of the global leaders in genomics and precision medicine, signed a partnership for the commercialization of ColoAlert in the United Arab Emirates (UAE). ColoAlert is Mainz's flagship product, which is a highly effective and easy-to-use at-home detection test for colorectal cancer (CRC). Such partnerships are propelling the growth of the market segment.

Additionally, the entrance of various international diagnostic service providers also increases the demand for diagnostic products in the country and thus boosts the growth of the market segment. For instance, in August 2022, diagnostic service provider Healthians planned to enter the United Arab Emirates market. The company has planned to launch home care and telemedicine in the new market. Such initiatives taken by the players boost the growth of the market.

Thus, owing to the abovementioned factors, the market segment is expected to project significant growth over the forecast period.

UAE Home Healthcare Market Competitor Analysis

The UAE home healthcare market is slightly fragmented and competitive and consists of several major players. Some companies operating in the market are NMC Healthcare, Bayti Home Healthcare LLC, Emirates Healthcare, Sublime Nursing?, THB Home Healthcare, Health2home, Manzil Home Health Services, Omega Home Health Care, ISHRAQ HOME HEALTH CARE, and Alleanza,

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among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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