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The Indian medical tourism market is growing at an excellent rate and currently witnessing a high inflow of international patients who come to India for medical treatments due to the countryâ€™s lower healthcare costs and various other advantages. With this rapid increase in the target base of consumers, the market will exhibit steady growth in future, thus providing players the opportunity to increase profitability.

http://www.bharatbook.com/market-research-reports/healthcare-market-research-report/medical-tourism-market-in-india-2011.html

The report provides a snapshot of the medical tourism market. It begins with an introduction section which mentions the countries actively involved in medical tourism and from which countries India is threatened. It also mentions the treatments in the Indian medical sector that are most sought after by international patients. The market overview section provides an insight into the market and highlights the market size and growth. It also mentions the current and expected number of foreign patients coming to India for treatment. Also, an insight into the most common treatments provided to foreign patients has been provided.

An analysis of the drivers explains the factors leading to the growth of the market. These include high quality treatments at low costs, establishment of Indian Medical Travel Association, increasing demand for fertility treatments, alternative medicine, aesthetic pleasure and convenience to patients. The main challenges to the market are no provisions for follow up care, unsuitable environment and problems associated with travelling, lack of international accreditations and strong competition from other Asian countries. The government initiatives section describes some of the steps taken by the government to develop the market which include medical visas, fiscal incentives and promotional activities.

The competition section highlights the features of the major medical tour facilitating companies, both domestic and international, operating in the market and the major Indian hospitals providing medical care to international patients.

Market Research Book

For more information kindly visit :

Medical Tourism Market in India 2011

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