Home Healthcare Global Market - Forecast to 2020

Description: Home Healthcare refers to providing help and care service by medical devices at home. Home healthcare market is categorized into two major segments such as home healthcare equipment market and home healthcare service market. Home healthcare equipment market is further divided into therapeutic equipment market, self-diagnostic and monitoring equipment market and mobility assists. The other is Home healthcare service market which is comprised of respiratory and infusion therapy, telemetry, rehabilitation service and others.

Global home healthcare market is expected to reach more than $300 billion by 2019 growing at a CAGR of around 8.0% from 2014 to 2019. The home healthcare equipment market is expected to grow at a faster rate compared to home healthcare services market. Home healthcare is gaining a tremendous attention over hospitals for the sophistication, ease and privacy of treatment it offers. Increased in-hospital care cost, comfort of recovering at home and enhanced age-related chronic diseases in developing as well as developed countries are factors driving the overall growth of home healthcare market. Whereas factors such as poor technology adoption, weak reimbursement policies and rapidly changing technologies are hampering the market growth. Moreover, high capital costs, medical equipment, human resources and conventional model of business are the challenges faced by home healthcare market. The opportunities increasing the market trend is attributed to medical insurance by governments or organizations and cost-effectiveness. North America adopting novel technologies and portable diagnostic devices accounts for the largest share in the home healthcare market. While Europe with the presence of well-equipped healthcare reimbursement structure is the second leading market. Asia-Pacific is expected to grow at the highest CAGR driven by the aging population in countries such as India, China, and Japan.

The major players operating in the home healthcare market include Johnson and Johnson (U.S.), Braun (Germany), GE Healthcare (U.K.), Baxter International (U.S.), Philips Healthcare (Netherlands), Medtronic (U.S.), Abbott Laboratories (U.S.), Invacare (U.S.) and others.

The report provides an in depth market analysis of the above mentioned segments across the following regions:

- North America
- Europe
- Asia-Pacific
- Rest of the World (RoW)

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