

List of Profitable Business Ideas in Medical, Healthcare Industry.

Opportunities in Health Care Sector for New Business Venture

Description:

India's high population makes it an important player in the Healthcare Industry. Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

India is expected to rank amongst the top three healthcare markets in terms of incremental growth by 2020. In 2015, Indian healthcare sector became the fifth largest employer, both in terms of direct as well as indirect employment, with total direct employment of 4,713,061 people.

Healthcare sector is considered one of the largest sector in terms of both revenue and workforce employment. Marketing healthcare services and products presents unique challenges compared to other consumer goods and services, because it deals with health behaviors as opposed to just purchasing behaviors. Health marketing includes awareness and education. The healthcare sector in India remains one of the largest sectors in terms of both employment and revenue generation.

Healthcare revenue in India is set to reach USD280 billion by 2020; expenditure is likely to expand at a CAGR of 17 per cent over 2011–20. Healthcare has become one of India's largest sectors both in terms of revenue and employment. The industry is growing at a tremendous pace owing to its strengthening coverage, services and increasing expenditure by public as well private players.

For more details download PDF file.

Keywords: Healthcare and Medical Projects, Production of Health Care, Health Care Products, Healthcare industry, Healthcare Industry in India, Indian Healthcare Sector, Profile of Healthcare Industry in India, Healthcare Product Manufacture, Pharmaceuticals and Healthcare Products, Healthcare Products Manufacturing, Healthcare Products Manufacturing Industry, Disposable Blood Bag Manufacturing Business, Cancer Hospital (50 Beds), How to Open Dental College in India, Production of Medical Alcohol from Date

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