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A sample report on

# UAE Home Healthcare Market Analysis

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Includes Market Size, Market Segmented by Types  
and Key Competitors (Data forecasts from 2021 – 2030F)

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This report presents a strategic analysis of the **UAE Home Healthcare market** and a forecast for its development in the medium and long term. It provides a comprehensive overview of the market value, dynamics, segmentation, characteristics, main players, trends and insights, growth and demand drivers, challenges & future outlook, etc. This is one of the most comprehensive reports about the UAE Home Healthcare market, and offers unmatched value, accuracy, and expert insights

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- Market Overview
- Growth Drivers & Restraints
- Major Types of Disease
- Market Segmentation
- Major Market Share
- Competitive Landscape
- Key Company Profiles
- Healthcare Policies & Regulatory Framework
- Factors Driving Future Growth
- Conclusion

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## UAE Home Healthcare Market Analysis

### 1. Overview



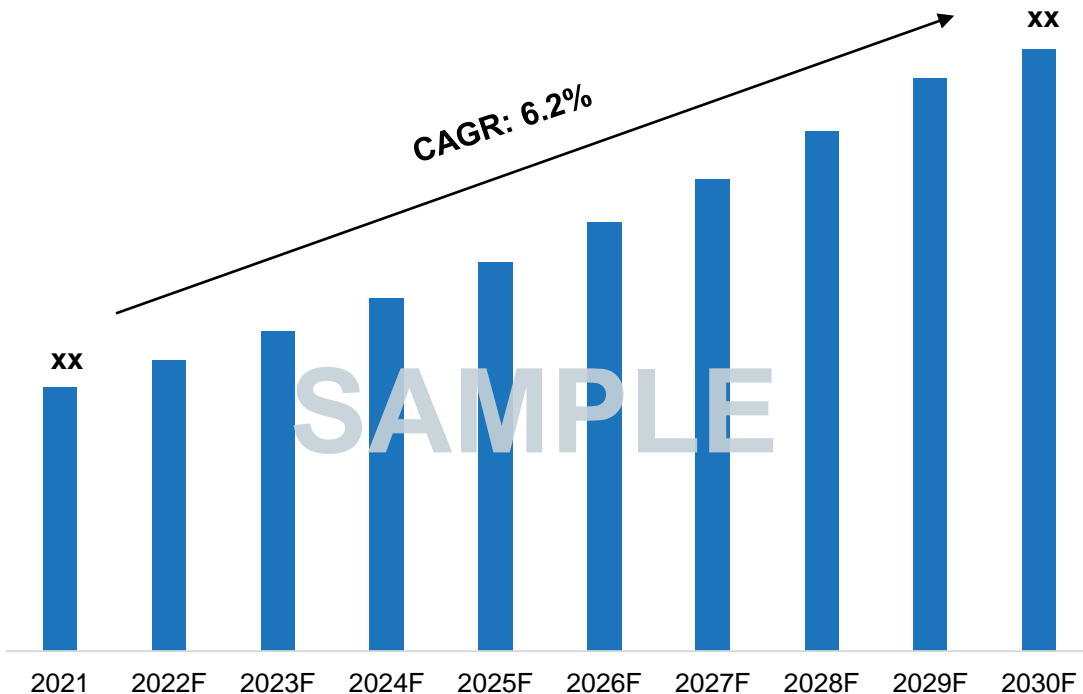
## 1.1 Introduction

- Home care also referred to as domiciliary care, social care, or in-home care, is medical treatment provided at home by the licensed healthcare provider
- There is increased awareness amongst patients and their families, and initiatives by public and private sectors developed over a short time have contributed to the growth of home healthcare
- It is expected that the dependence on home care through both public and private sectors will increase in UAE. This will further be aided by the current technological advances, such as 5G, ERP systems, unified medical records, and digital platforms, promoting an enhanced environment for home care delivery
- It is expected to see a gradual transfer of patients from a hospital setup to home care to ensure effective delivery of care to citizens in the UAE

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## 1.2 Market size & forecast

UAE Home Healthcare Market Size \$Bn



### Key Analysis

- UAE home healthcare market stood at around USD XX Bn in 2021 and is projected to reach USD XX Bn by 2030, exhibiting a CAGR of 6.2 % during the forecast period
- UAE home health care is intended to deliver various health services and equipment to the patient while at home
- Home health care services are helpful when an individual requires a prolonged stay in healthcare facilities that include various equipment, therapies, diagnosis, and software to help the physicians plan efficient treatment procedures in the home-care settings

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UAE Home Healthcare Market Analysis

**2. Growth Drivers & Restraints**

# UAE Home Healthcare - Market Drivers & Restraints

## Drivers



Launch of home care services by various hospital



Favorable government support programs



Introduction of technologically improved products

## Restraints



Retaining qualified licensed nurses



Less focus on long-term care



Lack of care team engagement

## 2.1 Market growth drivers (continued)



### 2.1.1 Launch of home care services by various hospital

- The initiatives taken by hospitals are expected to boost the growth of the market
  - 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
- 
- Pyramid Health Services, part of Hayat Health entered the Dubai market that offers experienced medical care to pediatric, geriatric, and adult patients at home across a wide spectrum

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## Market growth drivers (continued)



### 2.1.2 Favorable government support programs

- Market growth is expected to be boosted by favorable regional government backing
  - For example, the Department of Health - Abu Dhabi launched an updated model for home care services as part of the department's efforts to assure qualified patients' access to high-quality home care services
- 
- The Department of Health certified 77 home care service providers who would serve approximately 4,000 patients and is dedicated to updating and adopting advanced care models that improve the sector's efficiency and contribute to the provision of healthcare services that meet the highest international standards

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## Market growth drivers (continued)

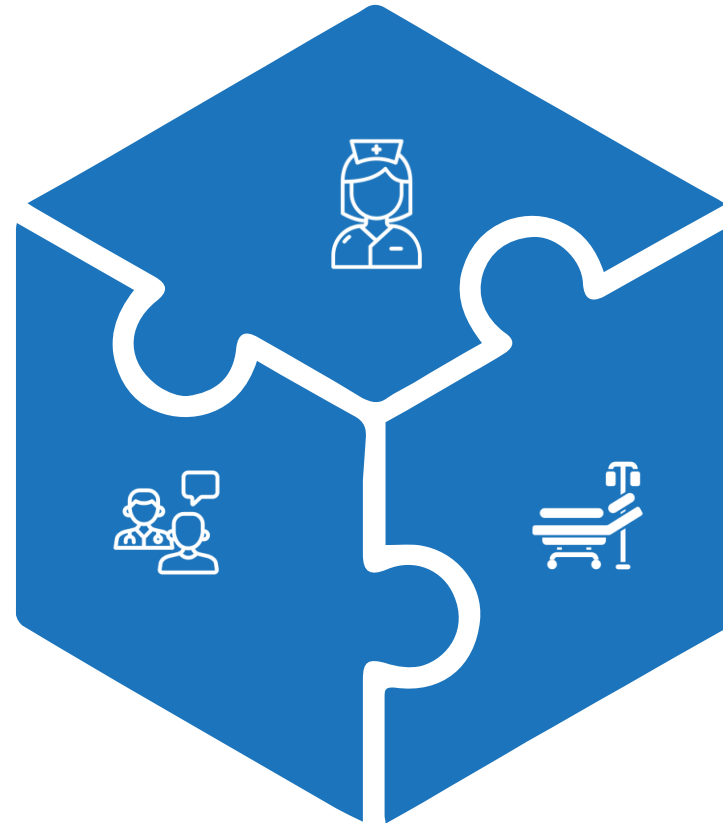


### 2.1.3 Introduction of technologically improved products

- Introducing technologically improved products is expected to accelerate market expansion
  - SUR Universal of Ramat Gan, Israel, teamed with the Hamad Bin Khalifa (HBK) Department of Projects of the UAE to develop HBKiCare, a white-label smart IoT healthcare solution for the UAE and the Middle Eastern markets
- 
- Introduction of HBKiCare, an IoT platform and home care kit that allows for continuous ECG, temperature, pulse, blood oxygen, and blood pressure monitoring
  - With AI-based insights and voice-activated interaction via Google Home, Amazon Alexa, or Baidu, the product can also detect falls and monitor Activities of Daily Living (ADLs) and personal whereabouts

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## 2.2 Market Restraints



### 2.2.3 Lack of care team engagement

- Physician engagement is a long-running issue in home health, as a lack of timely signatures and thorough understanding of the home health benefit creates bottlenecks in care

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### 2.2.1 Retaining qualified licensed nurses

- Attracting and retaining talented nursing staff has been ranked as the top challenge by Home Health agencies
- High turnover costs the agency significant money in overall training and lag time between orientation and the nurse's ability to carry a full load
- It decreases nurse morale and decreases continuity of care for the patients

### 2.2.2 Less focus on long-term care

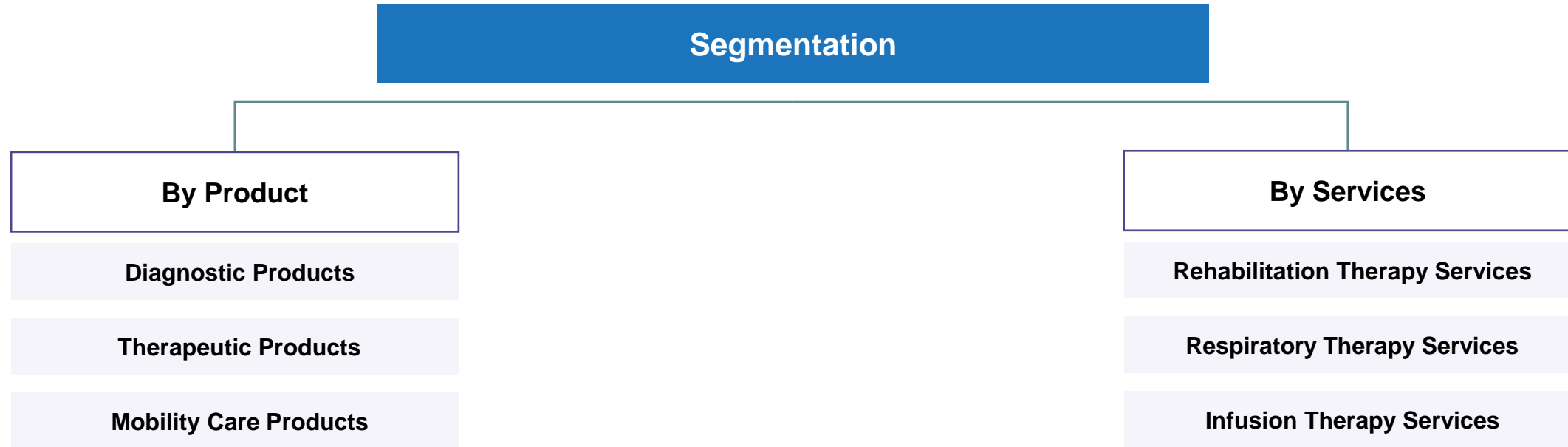
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UAE Home Healthcare Market Analysis

**3. Market Segmentation**



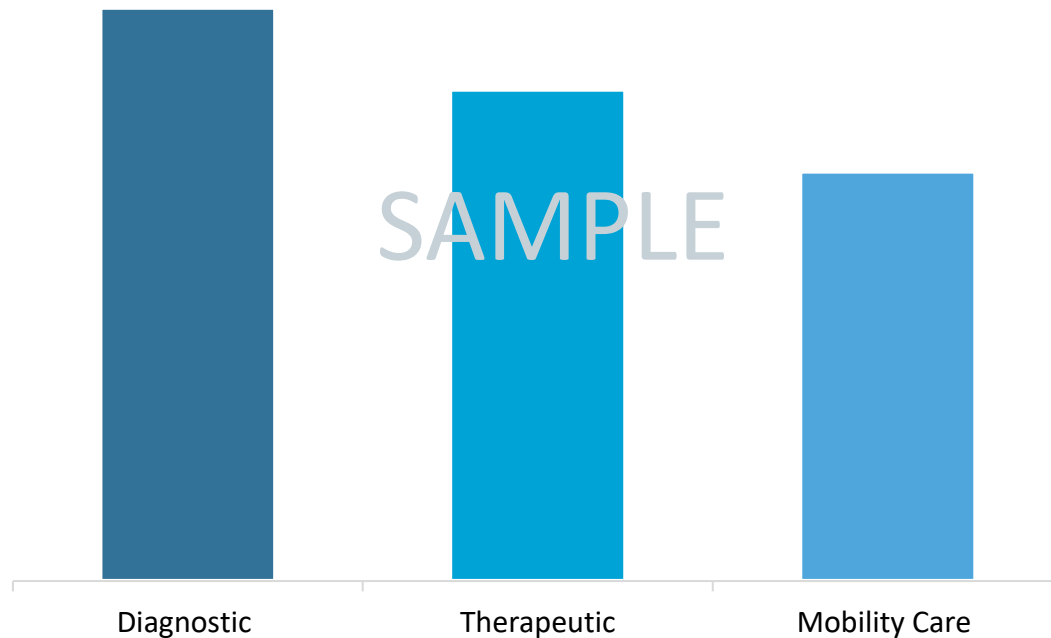
# UAE Home Healthcare market segmentation





## 3.1 Market segmentation: By Equipment

UAE Home Healthcare Market Share by Equipment



Key Insights

- UAE home healthcare market is segmented into diagnostics, therapeutics and mobility care assistance
- 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
- The strategic initiatives taken by the various international players to enter the UAE market are also expected to propel the growth of the segment

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