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Ankara, 2011

Medical Device Market in Turkey

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Summary of the Turkish Medical Device Market, 2009

	2009
Market size(US\$ millions)	1,062
as % of total health expenditure	2.2
as % of GDP	0.2
as % of world market	0.1
Supplied by imports(%)	85.0
Growth rate(%)	6.5
Per capita (US\$)	15

Turkey Medical Device Market by Category, 2009

	<u>US\$ Millions</u>	<u>As % of Total Market</u>	<u>Per Capita(US\$)</u>
Consumables	154	14.5	2.1
Diagnostic imaging	227	21.4	3.1
Dental products	75	7.1	1.0
Orthopaedic&implantable products	160	15.1	2.2
Others	446	42.0	6.1
Total	1,062	100.0	14.6

Summary Key Data Projections, 2009-2014

	2009	2010	2011	2012	2013	2014
Medical Device Market(US\$ millions)	1,062	1,113	1,197	1,286	1,388	1,454
Per Capita (US\$)	15	15	16	17	18	19
As % of Health Expenditure	2.2	2.2	2.1	2.1	2.0	2.0
Health Expenditure(US\$ billions)	48.0	51.2	56.8	62.2	67.8	72.7
Per Capita(US\$)	661	698	768	883	899	956
As % of GDP	8.4	8.4	8.4	8.4	8.4	8.4
Private(%)	27.9	27.9	27.9	27.9	27.9	27.9

Projections Medical Equipment Market, 2009-2014(US\$ Millions)

	<u>Market(local currency)</u>	<u>Market(US\$ millions)</u>	<u>Per Capita(US\$)</u>
2009	1,780	1,062	15
2010	1,880	1,113	15
2011	2,004	1,197	16
2012	2,152	1,286	17
2013	2,322	1,388	18
2014	2,491	1,454	19

Radar Graph of the Turkish Medical Market, 2009

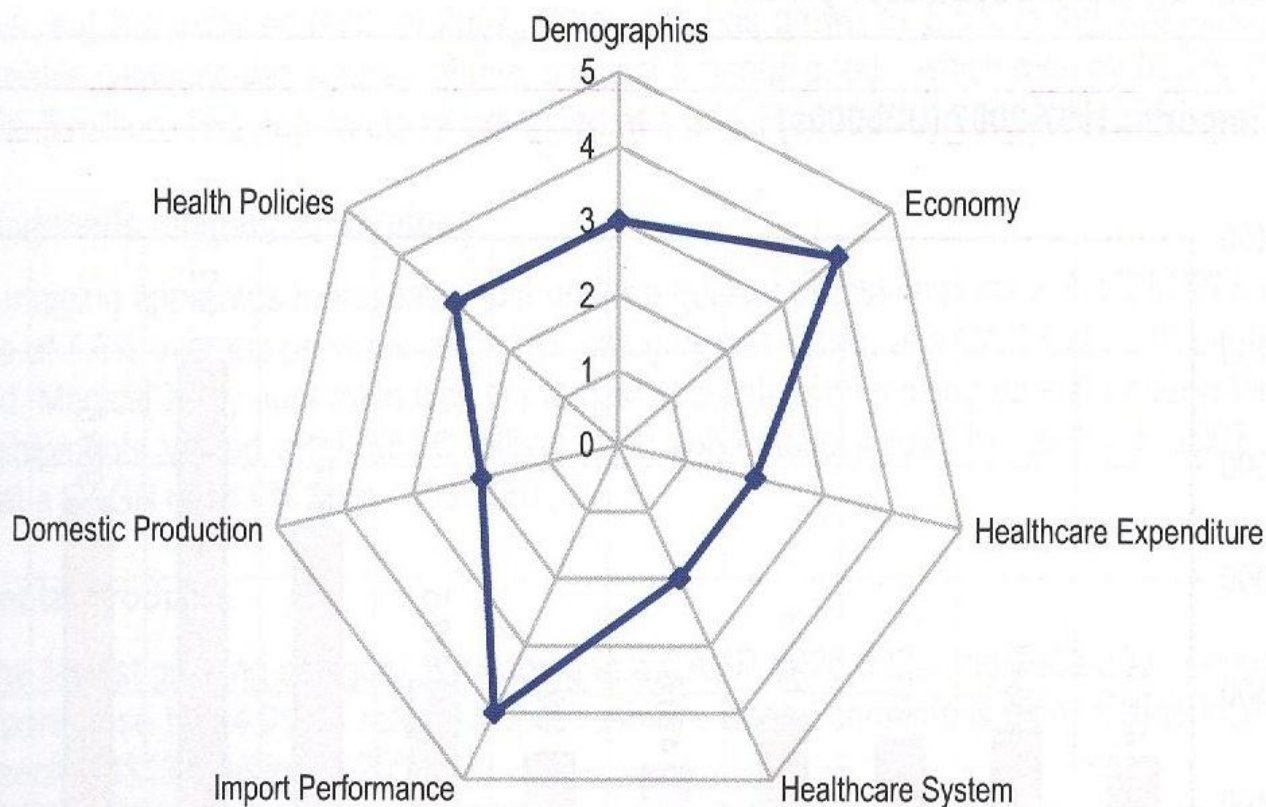


Chart derived from the tables on the previous page. Very strong = 5, Strong = 4, Fair = 3, Below average = 2, Poor = 1.

SWOT Analysis of the Turkish Medical Device Market, 2009

Strengths

- *Consistent levels of public health expenditure
- *Falling morbidity&mortality rates and improving demographic indicators
- *Multiple healthcare providers offer choice
- *Market regulations increasingly in line with the EU; more extensive than elsewhere in Middle East
- *Higher level of domestic production than elsewhere in Region; exports rising annually

Opportunities

- *Stronger links could be forged with EU, even if accession talks fail; possible privileged partnership
- *EU accession would open markets and stimulate growth
- *Potential for investment in, and enlargement of, Private sector
- *Development Plans to speed up health development
- *Investment in, and expansion of, domestic production
- *Heavily reliant on imports

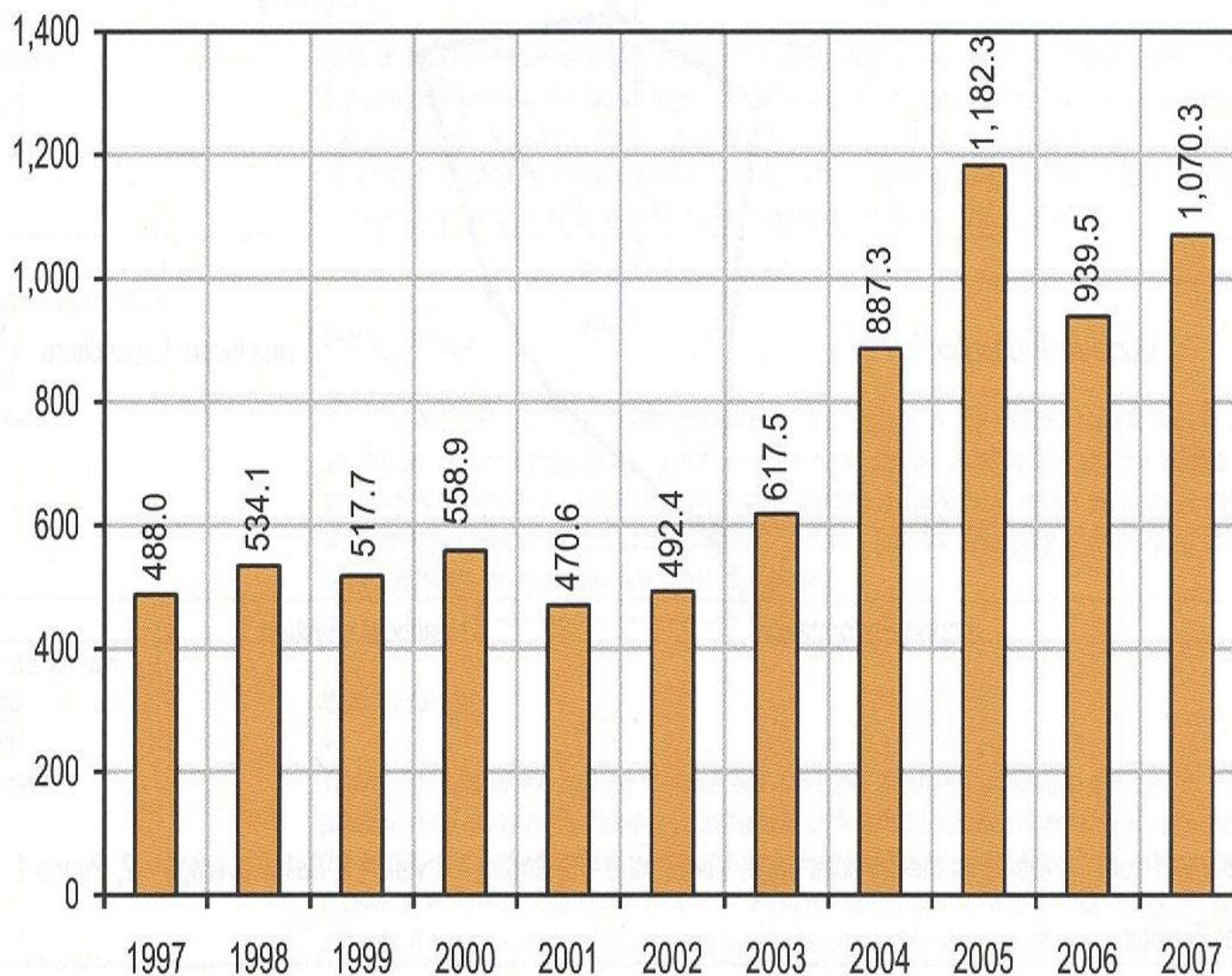
Weaknesses

- *Pace of healthcare development is slow
- *Unstable political climate, ongoing economic problems, fluctuating exchange rates and bureaucratic regulatory environment
- *Multiple healthcare providers lead to confusion
- *Unco-ordinated and uneven market growth; lack of private sector expansion

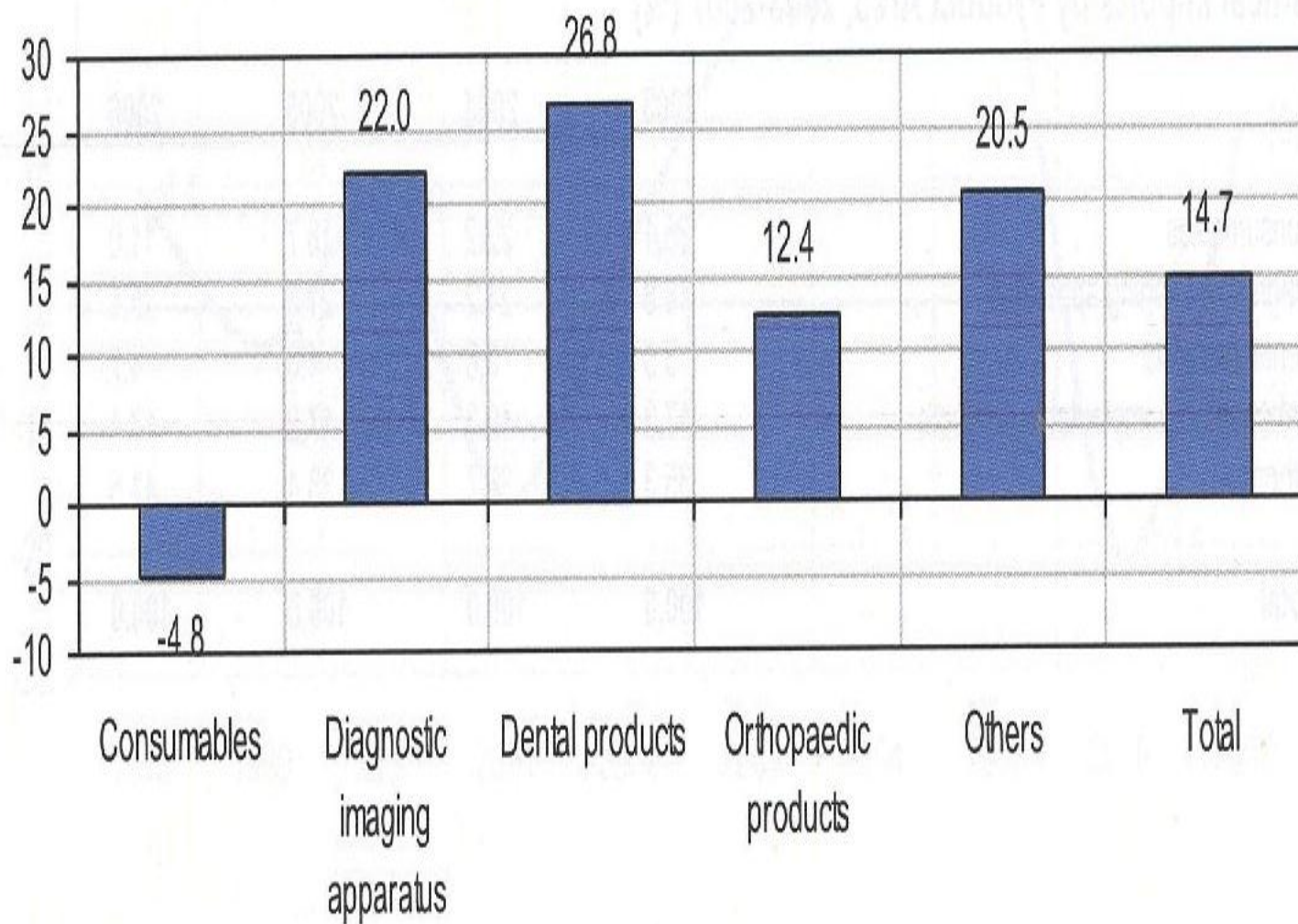
Threats

- *Risk of isolation if EU membership negotiations fail; possible loss of trade and subsequent contraction of market
- *Increasing dependence on public sector if there is no significant expansion of private sector

Medical Imports, 1997-2007 (US\$000s)



CAGR of Medical Imports by Product Area, 2003-2007 (CAGR %)



Exports of Medical Equipment & Supplies, 1997-2007 (US\$ Millions)

