

Brazilian Health Market



- Largest healthcare market in Latin America
- 8th largest in the world for pharmaceuticals (projected 5th in 2021)
- US\$25 billion in sales
- 13.4% growth in 2017



Healthcare expenditures average about **9% of GDP**

- 55% if expenditures are in the private healthcare system
- 45% in the public sector

- Medical equipment sales reached US\$9.6 billion in 2017
- Imports of medical equipment and supplies reached US\$3.6 billion, representing a growth of 15% in 2017.



Recent regulatory improvements have made **Brazil more competitive and open** to foreign companies.



The **U.S. holds 30%** market share of imported medical devices and **20% of imported medicines** in Brazil.



Brazil has **7,500 hospitals**, including some of the most modern in Latin America. There are **47 million Brazilians** in the private healthcare insurance system.



In 2017, the Ministry of Health indicated that up to **US\$2 billion in investments** will be made by **2019** to digitalize the public system.