

# MARKET OPPORTUNITY

## Singapore



### OVERVIEW

- Healthcare expenditure in Singapore is expected to grow to nearly €37 billion by 2030 at a CAGR of 5.9%, fueled by inflation in healthcare costs and a rapidly ageing population.<sup>1</sup>
- Singapore has a strong set of medical device regulations that are often cited by neighbouring countries. Medical devices are categorised by level of risk and have to be registered with the Health Sciences Authority.
- There is strong government financial backing and dedicated infrastructure to foster the industry in Singapore, including Medtech Hub, Biopolis, and Tuas Medical Hub, which provide the bio-cluster community with a plug-and-play environment. This is supplemented by the fast-growing start-up environment in Singapore and Singapore's Smart Nation initiative.
- With a rapidly ageing population, Singapore will need assistive medical technologies and therapeutics that can help tackle the "silver tsunami".

### Key Business Opportunities

1. **Diagnostics:** Companies involved in medical diagnostics can leverage on the A\*STAR-led S\$60 million Diagnostics Development Hub that brings together various skills experts to accelerate innovation, particularly in the sub-segments of **immunochemistry, point-of-care devices, and molecular diagnostics** in addressing strategic global indications dealing with the Asian phenotype.
2. **Population Health Management (PHM):** Companies developing products in PHM which includes **telehealth, telemonitoring and other healthcare informatics** solutions will benefit from an investment programme between Philips and EDBI to alleviate the pressures of Singapore's ageing population while upholding quality of care and Singapore's position as one of Asia's digital health hubs.
3. **Functional Ageing:** Companies with medical solutions catered towards functional ageing will be able to tap on the Centre for Healthcare Innovation and Medical Engineering (CHIME) and the Silver Community Test-bed Programme launched by Singapore's government to launch and test-bed **age-friendly assistive devices** in a real-life home setting.
4. **Obesity and Chronic Diseases:** Companies with solutions that seek to manage obesity-related and chronic diseases will be able to tap into demographic and lifestyle trends of increasing incidences of **hypertension and diabetes**.
5. **Cybersecurity Solutions:** Companies developing cybersecurity solutions for IoT-enabled medical devices and patient data management will be able to find opportunities amidst rising concerns for privacy of patient data

### Sector Characteristics

- Foreign manufacturers dominate the competitive landscape. There are few domestic competitors in the field.
- To improve the quality and attractiveness of the local medical devices market, Singapore launched its Technical Reference (TR) for medical device manufacturing.
- The Singapore government has dedicated a budget of about €2.5 billion to develop the health and biomedical sciences sector from 2016-2020.<sup>2</sup>

Product Type	CAGR <sup>3</sup> (2015-2020)
Orthopaedics & Prosthetics	11.9%
Other Medical Devices	11.7%
Patient Aids	11.7%
Consumables	10.8%
Diagnostic Imaging	9.1%
Dental Products	8.8%



- **Country:** Singapore
- **Capital City:** Singapore
- **Population:** 5.5 million (2015 est.)
- **GDP per capita:** €49,871 (2013 est.)
- **Currency:** Singapore Dollar (SGD)
- **Official Languages:** English, Malay, Tamil, Standard Mandarin

#### Sources:

1. DBS Asian Insights – The Future of Singapore: Growing old with you, 2016
2. Research, Innovation & Enterprise 2020 Plan
3. BMI Research (2016); Singapore Medical Devices Report Q1 2017.

# Market Opportunity Singapore

## Healthcare & Medical Technologies



### Multinational Key Players: Medical Devices

		Revenue (€ billion)*
1	<b>Medtronic PLC</b> Endotracheal tubes, catheters, bandages	1.9
2	<b>Baxter International Inc</b> Disposable syringes, blood tubing, collection sets	1.8
3	<b>Becton Dickinson</b> Skin antiseptics, syringes, needles, and ventilators	1.0
4	<b>Zimmer Biomet Holdings Inc</b> Orthopedic surgical and joint replacement	0.8
5	<b>Edwards Lifesciences Corp</b> Surgical gloves, patient ergonomics products	0.2

### Domestic Key Players: Medical Devices

		Revenue (€ million)
1	<b>Biosensors International Group</b> Cardiovascular, Endovascular, Cardiac Imaging	289.8
2	<b>Q &amp; M Dental Group Singapore</b> CAD CAM Digital Dentistry	81.6
3	<b>Medtecs International Corp</b> Endotracheal Tube, Catheter Insertion Tray	57.9
4	<b>UG Healthcare Corp Ltd</b> Surgical, vinyl gloves, face masks	36.7
5	<b>QT Vascular Ltd</b> Haemodialysis machines, peritoneal dialysis	11.7

\* APAC region.

### Product Categories

#### Market Size (2015)

	Product Area	Value (€ million)	% of Total
1	Other medical devices	194.4	40.5%
2	Consumables	82.0	17.1%
3	Diagnostic imaging	77.9	16.2%
4	Patient aids	58.3	12.1%
5	Orthopaedics	43.4	9.0%
6	Dental products	24.0	5.0%

#### Exports (2014)

	Product Area	Value (€ million)	% of Total
1	Patient aids	1679.6	30.1%
2	Other medical devices	1597.6	28.6%
3	Consumables	964.7	17.3%
4	Diagnostic Imaging	867.4	15.5%
5	Orthopaedics	443.7	7.9%
6	Dental products	30.7	0.5%

#### Imports (2014)

	Product Area	Value (€ million)	% of Total
1	Other Medical Devices	1,400.2	45.7%
2	Patient aids	546.8	17.8%
3	Consumables	494.7	16.1%
4	Diagnostic Imaging	488.5	15.9%
5	Orthopaedics	84.2	2.7%
6	Dental products	52.7	1.7%

# MARKET OPPORTUNITY

## Philippines



### OVERVIEW

- The Philippine market has a population of 103 million and the highest economic growth forecast in South East Asia (7% Compound Annual Growth Rate) on the back of its €138.6 billion infrastructure plan, tax reform agenda, vibrant consumer sector, manufacturing sector growth and employment & wage growth.
- The Philippines is spending 4.7% of its GDP on healthcare, greater in comparison with neighbouring countries with higher GDP per capita, e.g. Thailand and Malaysia.
- The Philippine government is focused on improving healthcare access and affordability by expanding Universal Healthcare coverage from 91% to 100% by 2020.
- As the Philippines is predominantly a low-income country spread across over 7,100 islands, opportunities for affordable remote healthcare solutions such as telemedicine and rapid diagnostics will be key for this sector.

### Key Business Opportunities for EU Companies

- 1. Healthcare infrastructure:** Companies involved in building/investing in healthcare infrastructure, particularly for hospitals. The undersupply of beds per capita averages 1 hospital bed per 1000 population (2016), especially outside of the National Capital Region (NCR).
- 2. Diagnostics:** Companies offering affordable, higher quality lab testing and diagnostics that can efficiently maneuver geographical challenges. The level of infrastructure development is varied across the archipelago, opening possibilities for regional diagnostic centers operating hub-and-spoke models for community outreach (e.g. collect test samples & then send to a central hub).
- 3. Telemedicine and remote health:** Companies specialised in telemedicine and remote healthcare monitoring, including Internet-of-Things (IoT) healthcare solutions that can increase access to healthcare, address challenges posed by the geographical landscape and the needs of remote areas where the population is underserved. The Department of Health cites 25% of medical practitioners/healthcare workers are concentrated in the NCR, 1 of 17 regions in the Philippines.
- 4. Medical tourism:** With the Philippines becoming a tourist hotspot in recent years combined with an English speaking healthcare workforce, opportunities exists to collaborate on developing medical tourism facilities with patients requiring short term rehabilitation and post-operative recovery in island resorts.

### Sector Characteristics

- The Philippine medical device market is projected to grow by 8.4% CAGR, a rise from an estimated €198.5 million in 2013 to €297.6 million in 2018.
- The Philippines largely follows the US regulatory system for medical devices. The principal regulatory authority is the U.S. Food and Drug Administration (FDA), with oversight from the Philippines Department of Health.

Product Type	CAGR (2013-2018)
Patient Aids	14.9%
Consumables	10.3%
Dental Products	9.7%
Other Medical Devices	7.9%
Orthopaedics & Prosthetics	6.1%
Diagnostic Imaging	4.8%



- **Country:** Philippines
- **Capital City:** Manila
- **Population:** 103 million (2016)
- **GDP per capita:** €2,474 (2016 est.)
- **Currency:** Philippine Peso (PHP)
- **Official Languages:** Filipino, English

# Market Opportunity Philippines

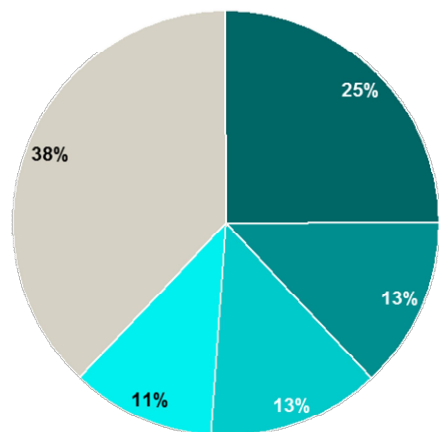
## Healthcare & Medical Technologies



### OVERVIEW

- The Philippines is heavily reliant on imports for medical devices.
- Although the USA holds largest share by a single country for Philippine medical device imports, market share has been increasing steadily for Germany, Japan, China and Singapore.

### Key Players: Medical Devices



USA Japan Others  
Germany Singapore

Medical Device Imports  
by Market Share (2017)

### Most Popular Brands for Medical Devices Imports

GE Medical
Medtronic
Terumo
BD Medical
3M
Fresenius Kabi

### Product Categories

#### Market Size (2018)

	Product Area	Value (€ million)	% of Total
1	Other medical devices (includes wheelchairs, ophthalmic instruments, hospital furniture, sterilisers)	127.9	34.86%
2	Consumables	113.7	30.97%
3	Diagnostic imaging	76.0	20.70%
4	Patient aids	32.7	8.91%
5	Dental products	9.8	2.67%
6	Orthopaedics	6.9	1.88%

#### Exports (2013)

	Product Area	Value (€ million)	% of Total
1	Consumables	181.7	70.48%
2	Other medical devices	36.0	13.97%
3	Patient aids	18.7	7.24%
4	Dental products	14.0	5.44%
5	Diagnostic Imaging	7.2	2.80%
6	Orthopaedics	0.2	0.06%

#### Imports (2013)

	Product Area	Value (€ million)	% of Total
1	Other Medical Devices	78.5	38.79%
2	Diagnostic Imaging	56.1	27.72%
3	Consumables	45.4	22.43%
4	Patient aids	13.4	6.60%
5	Orthopaedics	4.8	2.38%
6	Dental products	4.2	2.09%