

MEDICAL EQUIPMENT

Overview

Unit: USD millions	2010	2011 (estimated)	2012 (estimated)	2013 (estimated)
Total Market Size	5,047	6,056	6,964	8,009
Total Local Production	2,013	2,415	2,898	3,477
Total Exports	633	759	910	1,092
Total Imports	3,667	4,400	4,976	5,624
Imports from the U.S.	1,100	1,320	1,493	1,687

Exchange Rate: 1 USD 1.67

Data Sources: ABIMED, ABIMO

Brazil is the largest medical equipment market in South America. The total market for medical equipment in Brazil should continue to expand by approximately 15% through 2012. Brazil is both a major medical equipment producer and importer. This industry is comprised of a number of related products and services, including:

- Medical equipment and devices
- Dental equipment and products
- Radiological and diagnostic imaging equipment
- Laboratory equipment.

Brazilian medical equipment revenues in 2011 reached an estimated US\$6.056 billion, which represents an increase of 20% from the previous year. The United States accounts for approximately 30% of the import market, with U.S. sales mainly going through local agents, distributors and importers who sell to hospitals and clinics. The market for electronic medical equipment is around US\$200 million, which represents approximately 50% of total sales in Latin America. In 2011, imports for in vitro diagnostics reagents and devices increased approximately 20%.

There are few high-quality Brazilian manufacturers of advanced medical products, so the country's reliance on imports should continue for some time. Local buyers view U.S. and other foreign products (mainly Canadian and European) as having comparable quality and reliability. Thus, financing terms often become the differentiating criteria in making a sale.

Sub-Sector Best Prospects

Brazil's strengthened currency has meant that private and public hospitals have greater purchasing power, and with continued expansion of Brazil's private health care sector the market should grow. Approximately 80% of all products used in hospitals are not manufactured in the country and must be imported. New opportunities for US exporters abound, particularly for:

- More advanced medical equipment
- Disposables
- Diagnostic devices
- Implants and components.

Opportunities

The market for home health care products has been increasing in recent years. Brazilian health insurance companies are responsible for paying 99% of the costs related to home care treatment, and as such, the U.S. Commercial Service sees the market for home health care products growing dramatically during the coming years. Brazil's Regional Nursing Council is currently developing procedures on how to regulate this market, including standards for health professionals.

In addition to the attractive size of the Brazilian medical market, US exporters should consider the opportunities offered by Mercosur, to use Brazil as a springboard for export into Argentina, Uruguay and Paraguay. Since compulsory product registration before sale is required for all Mercosur countries, U.S. exporters should consult a local lawyer/consultant before signing a contract with any agent/distributor.

Web Resources

Brazilian Agency for Sanitary Health: www.anvisa.gov.br

ABIMO - Brazilian Association of Dental, Medical and Hospital Equipment: www.abimo.org.br

SINAEMO - Syndicate of Medical, Dental, Hospital and Laboratory Industries:

www.abimo.org.br

ABIMED – Brazilian Association of Equipment, Products and Medical Supplies Importers:

www.abimed.org.br

- For more market research reports, please visit: <http://export.gov/mrktresearch/index.asp>

Industry Trade Show

- Hospitalar – The largest medical event in Latin America: www.hospitalar.com
Date: May 22-25, 2012 São Paulo, Brazil

For more information about export opportunities in this sector, contact US Commercial Service Industry Specialist jefferson.oliveira@trade.gov.