

MECHANOTHERAPY APPLIANCES

INVESTMENT OPPORTUNITY SCORECARD

HEALTHCARE AND LIFE SCIENCES

September 2021



HEALTHCARE AND LIFE SCIENCES

Mechanotherapy appliances HS Code: 9019

Public / مهتاج

Opportunity Owner



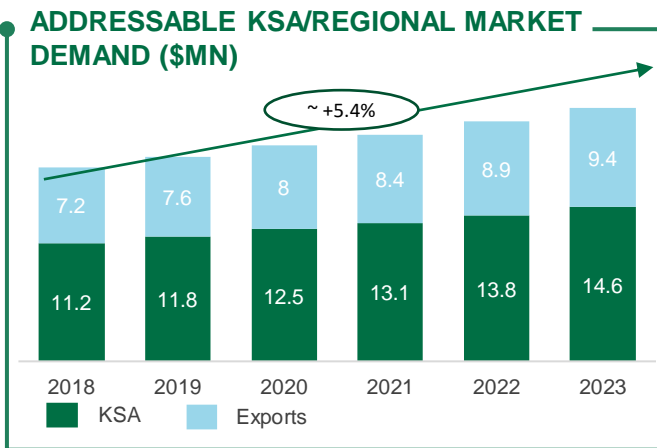
High Potential

Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: The localization of partial manufacturing and assembly of mechanotherapy devices in KSA

DEMAND



THERAPEUTIC APPLICATION

- With ageing population and increasing accidents, and higher demand to healthcare services, use of mechanotherapy devices (rehabilitative massage and physiotherapy instruments) is on the rise

VALUE PROPOSITION

- KSA has a solid foundation for its healthcare sector through well established ecosystem and incentive schemes for foreign OEMs entering the local market
- KSA is the largest spender on healthcare across the MENA region. The 2019 budget allocated more than \$45.86 Bn for Health and Social Development
- KSA has more than 495 hospitals, with a capacity of more than 76K beds

MARKET OVERVIEW

MARKET READINESS – CURRENT IMPORTERS

The Kingdom is currently mostly covered by a network of distributors and local subsidiaries, with no known local manufacturers

CURRENT IMPORTERS

China accounts for 20% of the supply, USA 17%, Germany 14%, Sweden 11%, and the rest is supplied by a mix between Western European and Asian countries

EXISTING CAPABILITIES

- Raw material present In Kingdom
- Manufacturing techniques present In Kingdom
- Importing microelectronics enhances quality and technology

RAW MATERIALS:

- Plastic molding for outer body, metallic chassis
- Sensors and transducers
- Probes

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