

Chinese medical device market has many pitfalls

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Singapore: A new report by Millennium Research Group about the Chinese medical device market highlighted that success in the market depends on balancing risks such as the complex tendering process used by hospitals and the rise of domestic competitors against the real opportunities of this growing market.

The report, titled 'Chinese Medical Device Market Landscape' will act as a comprehensive guide for medical device manufacturers seeking to enter the Chinese device market. The report also provides MRG's proprietary assessment of over 350 hospitals in China, including relative penetration of various procedure types by hospital tier and public/private status.

"The Chinese government is making significant changes in both the organizational structure and the funding of its hospitals over the next ten years," said Mr Adrienne Lovink, VP, MRG. "The competitive landscape there is in a continuous state of flux. This report is an invaluable guide for anyone seeking to enter or expand a position in this huge and active market."