

MARKET REPORT



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Home health care refers to wide range of health care services that are provided to individuals at their residence for any illness or injury. Residential nursing care refers to provision of long- or short-term care for individuals who suffer from serious or persistent health issues or need recuperation services.

The home health care service industry consists of establishments that provide skilled nursing or medical care at an individual's home under the supervision of a physician. Home health care establishments provide skilled nursing services in the home, along with a range of the following – personal care services such as chiropody, homemaker and companion services, physical therapy, medical social services, medications, medical equipment and supplies, counseling, 24-hour home care, occupation and vocational therapy, dietary and nutritional services, speech therapy, audiology and high-tech care, such as intravenous therapy.

The global home health care and residential nursing care services market is expected to reach over \$950 billion in 2020. Increase In Healthcare Access is considered to be the key factor driving this market. Access to healthcare services is expected to improve in the developing countries. Effective implementation of health plans is the core reason for the improvement in healthcare access in many developing regions such as India, China and many Latin American countries. Some of the country-specific health reforms which were set to improve healthcare access are China's Urban Resident Basic Medical Insurance and New Rural Cooperative Medical Insurance schemes; Brazil's Unified Health System and Mexico's Popular Health Insurance. Improvement in health access will have a positive impact on the home health and residential nursing care services market during the forecast period.

The Americas was the largest region in the home health care and residential nursing care services market in 2016, accounting for around 45% market share. Europe was the second largest region accounting for around 28% market share. Asia was the third largest region accounting for around 19% market share.

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