

LatAm Medical Market Pulse

Key data and perspectives on the **medical equipment market**

Brazil

GHI has been monitoring health care trends as well as market and pricing trends for medical products in Latin America throughout the COVID-19 crisis. Our team of analysts and in-country experts interview medical staff as well as importers, distributors, and government specialists on a regular basis to understand how the pandemic, supply chain, and government policy are affecting patient health outcomes and healthcare market dynamics.

In this brief, we report key insights and local medical perspectives from Brazil in the first quarter of 2020. We conduct our analysis based on primary research with hospital decision makers, industry opinion leaders, and market experts in medical devices, medical products, and surgical equipment. GHI's findings track fluctuations in hospital treatment decision, purchasing patterns, and procedure volumes from quarter to quarter. Findings from the first half of 2020 are available [here](#).

Key data on COVID in Brazil

- **COVID Deaths (official Covid)** - 10,000
- **Excess Deaths attributed to COVID** - 14,000
- **Reproductive index** - 1.0 (indicating increased but vaccine still high)
- **Reproductive index** - 1.0 (July estimated population 215)
- **Spent (annual total spend)** - estimated data for total consumption (see chart)

Source: American Market Intelligence, Council of the Americas, The Economist

*Estimate as of October 31, 2020. While the official death counts have been reported in many states, several sources indicate that these counts likely underestimate the true size of life. One of these sources is The Economist, which has calculated actual death tolls in several states for the same period and year to estimate the true number of deaths attributed to the virus.

**Estimate as of November 1, 2020.