

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 procurement specialists on a regular basis to understand how the pandemic, supply chains, 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 third quarter of 2021. 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 investment decision, purchasing patterns and procedure volumes from quarter to quarter. Findings from the first half of 2021 are available [here](#).

Key data on COVID in Brazil

- **COVID Deaths (official Count):** >596,000
- **Excess Deaths attributed to COVID*:** >649,000
- **Vaccination rollout** – population having received first vaccine shot: 74.9%
- **Vaccination rollout**** – Fully vaccinated population: 57.2%
- **Herd immunization speed** – estimated date for herd immunization: Dec 2021

Sources: Americas Market Intelligence, Council of the Americas, The Economist.

*Estimate as of September 30, 2021. While the official death counts have been reported in many outlets, several sources indicate that these counts vastly underrepresent the true loss of life. One of these sources is The Economist, which has compared actual deaths to historic averages for the same period in prior years to estimate the excess number of deaths attributed to the virus.

**Estimate as of November 4, 2021

Key data on medical devices in Brazil

- Patient and procedure volumes are expected to return to pre-COVID levels by Q4 of 2021, in line with vaccination rates. Many elective procedures that had been postponed or canceled are now being scheduled again. Hospitals are working through the backlog.
- Demand for consumables, and specialized medical devices and supplies has resumed as vaccination got underway—and is expected to continue increasing.
- That said, distributors are still managing excess inventory from unsold products leftover from the beginning of the year, when demand was low, and hospitals focused on COVID-related purchases. Excess inventory was concentrated in cardio- and neurovascular products such as stents, balloons, and peripheral accessory devices.

“COVID-19 influenced our purchasing decisions because the products became more expensive. It became more difficult to authorize [elective] procedures, so we only bought or rented the products when the procedures were really going to be performed.”

—Head of Purchasing, private hospital, Brazil (July 2021).

“What happened was a decrease in demand from hospitals, causing a surplus of materials in distribution companies.”

—Import Manager, Medical Products Distribution company, Brazil (October 2021).

- Product prices have increased, in part due to shortages during the first half of 2021, and due to the appreciation of the dollar.
- Select locally manufactured products and cheaper Asian imports—especially for operating room consumables and specific COVID-related ICU care devices such as ventilators—gained ground throughout the year. Demand for these more economical alternatives will taper off however, unless their quality increases.

“There was lack of some good quality imported materials, mainly monocryl, for use in private clinics especially.”

—Clinical Director, distribution company, operating room consumables, Brazil (October 2021).

“There will certainly be national preference if the products show quality and good value for money.”

—Anesthesiologist, Private Hospital, Brazil (October 2021).

- Capital expenditure budgets have increased by 25-35% as hospitals switch their spending away from COVID-related ICU and emergency care to surgical equipment. Nevertheless, there is also an emerging trend of homecare, leading to expected growth of portable patient monitoring devices and home care accessories by an estimated 35-40%.

“This year, with the initial reduction in the incidence of Covid, there was a search for products with a greater focus on quality and access to preventive maintenance services—particularly for multiparameter monitors, mechanical fans, temporary pacemakers and infusion pumps. These accessories, when we bought and installed during the pandemic, were of very poor quality, without proper battery life and with other function limitations.”

—ICU Manager, Urgent Care hospital, Brazil (October 2021).

GHI will continue to report on noteworthy trends in-country. For more in-depth market intelligence and insights, please contact us directly at: info@globalhealthintelligence.com

About GHI

Global Health Intelligence (GHI) is the leading provider of data analytics for Latin American healthcare, specializing in the region's hospitals. Its databases deliver strategic market data for medical equipment/devices manufacturers that allow them to identify new sales opportunities, gauge demand for new products, understand their market share vs. those of their competitors, spot trends in the acquisition of products, determine market needs and more.