



## Australia: Market Snapshot Digital Health / MedTech Sector

The key factors driving Australia's **growing demand** for digital health solutions & medical technologies:

- **Rapid population growth:** By 2050 there will be an estimated 36 million people living in Australia - an increase of ~12 million over the next three decades.
- **Ageing population:** It is predicted that people aged 65+ will make up 22% of Australia's population by 2057 or 8.8 million people.
- **Higher occurrences of chronic & degenerative disease:** Nearly 50% of Australians have one or more chronic conditions, which are leading causes of illness, disability and death in Australia.

In response to changing demographic and demand trends healthcare providers across the country are having to redevelop their care models and **integrate new technologies** to remain competitive.

On the technology front, the past few years saw advancements in robotics, AI, augmented and virtual reality, and wearable devices providing new care opportunities, especially for aging and rural populations.

In 2017-18, **total expenditure** on healthcare was over A\$185 billion (~CHF121.7bn) or nearly 10% of GDP - significantly higher than OECD average. Australia's annual healthcare expenditure has grown by ~50% over the past decade and this growth is forecast to continue.

In 2020, Australia's growing digital health market is expected to be worth ~A\$2.8 billion (~CHF1.8bn).

# Opportunities in 2020 and beyond

There are many current opportunities for digital health and medical technology developers in the Australian market, linked to the **top 3 growth areas** (AIDH):

- **Chronic Care** - Australia's biggest health challenge, costing the health system A\$27 billion each year. However only 1.3% of the health budget is spent on prevention.
- **Data Driven Insights** - Data analysis & utilisation are priority objectives for Australia's national and state-wide digital health agencies over the next six years.
- **Quantified Self** - The Australian wearable tech market is estimated to be worth over A\$1bn (~CHF0.65bn), with wearables expected to play an increasingly important role in patient care.

Examples of **current initiatives**:

- The [Australian Digital Health Agency](#) (ADHA) is **currently modernising Australia's national digital health infrastructure**. Further announcements & opportunities are expected in 2020.
- Swiss researchers should identify any **international collaboration opportunities** under the A\$20 billion (~CHF13bn) [Medical Research Future Fund](#) (MRFF), which is funding research into **digital health tools for chronic disease reduction**.
- Several hospitals across Australia are **trialsing wearable monitoring technologies**, e.g. Queensland Health just concluded a 12-month [Remote Patient Monitoring Trial](#).

As digital health remains an emerging industry sector, Australia continues to look to European companies and policy-makers for examples of best practice. Approximately 80% of medical devices used in Australia are imported, and the EU is already a major supplier. Further, the [Therapeutic Goods Administration](#) (TGA) registration process, if needed, is an efficient and timely regulatory system.

Swiss companies with proven, advanced digital health solutions and medical technologies are encouraged to explore current opportunities in more detail and to consider visiting the market.



Key industry events in 2020 include [Australian Healthcare Week](#) in Sydney (25-26 March) and the [Health Informatics Conference](#) in Brisbane (27-29 July).

## CONTACT



**Beat Ineichen**  
Senior Consultant  
South Asia & Oceania  
[bineichen@s-ge.com](mailto:bineichen@s-ge.com)  
+41 44 365 54 35



**Monica Zurfluh**  
Head of  
S-GE Southern Switzerland  
[mzurfluh@s-ge.com](mailto:mzurfluh@s-ge.com)  
+41 91 601 86 85



**Alain Graf**  
Senior Consultant Asia  
[agraf@s-ge.com](mailto:agraf@s-ge.com)  
+41 21 545 94 97



**Mascia Buzzolini**  
Head of Trade Point Australia  
[mascia.buzzolini@eda.admin.ch](mailto:mascia.buzzolini@eda.admin.ch)  
+41 58 484 46 41