EXPLORING THE MEDICAL CONSUMABLES MARKET OF UAE

Dissertation Submitted to

The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Himanshu Agarwal

Under the Supervision and Guidance of

Dr. Saurabh Kumar

2025

Certificate of Completion

This is to Certify that Mr. Himashu Agarwal in partial fullfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed his Dissertation at Brawn Laboratories Ltd. during March 10th – May 31st, 2025.

During his training, Mr. Himanshu Agarwal consistently demonstrated a high level of professionalism and an exceptional eagerness to learn.

We extend our best wishes to him for continued success in all his future endeavors.

BRAWN LABORATORIES LIMITED * FARIDABAD *

Meghna 18/6/25

Place: Gurgaon
Date : 18/6/2025

Ms. Meghna Shrivastava
Sr. Product Manager
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CERTIFICATE

This is to certify that dissertation titled **EXPLORING THE MEDICAL DEVICE MARKET IN UAE** is a record of the research work undertaken by **HIMANSHU AGARWAL** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

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Declaration by student

I hereby declare that this dissertation titled **EXPLORING THE MEDICAL CONSUMABLES MARKET OF UAE** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Himanshu 19/06/25

(Signature)

Himanshu Agarwal

Date: 20/06/2025

Acknowledgement

I would want to take this time as I near the finish of my project report to thank my valued mentor, Mrs. Meghna Shrivastava, product manager of Brawn Laboratories Ltd., for her significant contributions to my study. Her steadfast assistance, inspiration, and direction have been crucial to finishing my dissertation. During the dissertation, her direction, self-control, wisdom, empathy, and dedication served as a vital source of motivation for me.

Her help, support, and encouragement are really appreciated; I couldn't have finished my work without them. Without his collaboration, guidance, and encouragement, it would have been difficult for me to finish my project. For this, I am very grateful.

I also want to Express my Gratitude to **Dr. Saurabh Kumar Banerjee, an associate professor at IIHMR University's school of pharmaceutical management in Jaipur**, for his help during this course. His unwavering belief in me and support have motivated me to work harder.

I am also extend my thankful to **HR team and friends**. Their constant support, love and affection have been a source to work for excellence throughout my life. They have given me more than i could ask for their encouragement, cooperation and good wishes have made this work possible.

Lastly, I want to express my gratitude to God for giving me the bravery and fortitude to pursue my goals and complete my job.

Date-

Himanshu Agarwal

Place-Jaipur

Acronyms

UAE- United Erab emirates

Iv – intravenous

Dha- dubai health authority

Seha – abu dhabi health services

CAGR- Counpond annual growth rate

R and D- research and Devleopment

Bd- Bectob Dickson

Ce- confomtie europeene

ISO- International organization od standardization

Oem- original equipment manufacturer

Fda – food and drug administration

KOI- Key Opinion leader

B2B- business to business

PESTEL- political, economical, social, technology, legal, environmental

SWOT- Strength, Weakness, opportunity, threts

FTA- Free Trade agreement

GDP- gross domestic production

RFP- request for proposal

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ABSTRACT

Title: exploring the medical consumables market of UAE

Author: Himanshu Agarwal

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Keywords: medical devices, iv cannula, UAE healthcare, market entry strategy, mohap, medical tourism, healthcare imports, regulatory framework

Background:

With a medical device market estimated at USA 1.89 billion in 2023 expected to increase at a CAGR of 6.11% reach USA 2.68 billion by 2029, the United Arab Emirates (UAE) is becoming a regional center for advanced healthcare. Because of their numerous clinical uses and the increased demand brought on by chronic diseases, surgical procedures, and growing medical tourism, consumables like intravenous (iv) cannulas are essential among many different segments.

Objective:

Analyzing iv cannulas' economic viability, regulatory environment, competitive dynamics, and entrance tactics in the uae medical consumables market is the goal of this study. It looks at consumer demand, identifies important players, and suggests doable plans for producers and possible newcomers.

Methodology:

Using secondary data from industry reports (fitch, grand view research), government portals (mohap, seha), and publications from major manufacturers, a descriptive-analytical approach was chosen. To evaluate market attractiveness and create market penetration models, strategic techniques such the ansoff matrix, pestle, and swot were used.

Results and findings:

With a 5.1% CAGR, the uae iv cannula market, which was valued at usd 91.7 million in 2023, is projected to reach USD 129.5M by 2030. International companies like b. Braun and becton dickinson dominate the industry, and local distribution networks are crucial. Mohap is in charge of regulatory entry, which necessitates product certifications, local representation, and extensive

documentation (ce/iso 13485). Short-term market access and long-term localization opportunities are presented by programs like operation 300bn and the country's 92.5% reliance on imports.

Conclusion:

Medical supply manufacturers stand a good opportunity in the united arab emirates, especially in the market for iv cannulas. Market success requires value-based pricing, regulatory compliance, strategic partnerships, and unique products (devices with safety engineering). Businesses may establish a strong presence in a market that prioritizes both innovation and quality by leveraging these factors.

Chapter 1: introduction / background

Over the past twenty years, the worldwide healthcare enterprise has seen an intensive trade added about through advancements in medical era, changing infection traits, and calculated public fitness expenses. The united arab emirates (uae), a kingdom that has quick hooked up itself as a middle for middle eastern medical expertise, is one of the new regional leaders in healthcare increase. Strong infrastructure, excessive in line with capita fitness spending, and an expanding function of the non-public quarter in healthcare shipping have all made this transition possible.

High-excellent medical devices are in high call for as the uae works to fulfill global standards for health center performance and affected person care at a compound annual boom rate CAGR of 6 6.11%. The clinical tool Market in the united arab emirates is predicted the reach USD 2.68 Billion by 2029 from it 2023 valuation of USD 1.89 Billion[1]. Increases lifestyles expectancy, the prevalence of chronic illnesses, scientific tourism, and the adoption of novel care models in each public and private healthcare are the principle reasons of this development. Intravenous (iv) cannulas stand out on this growing enterprise as essential clinical system which can be important to medical institution operations and affected person care. Iv cannulas are important to almost every medical setting, from extensive care gadgets to outpatient clinics, and are broadly used for fluid transport, medicinal drug administration, and emergency care. The want for reliable and present day iv cannulas is constant and growing within the united arab emirates, wherein medical facilities region a high precedence on worldwide requirements for medical protection and effectiveness.

Despite this requirement, the uaes iv entrance industry has several obstacles, such as heavy dependence on imports, complex regulatory processes and violent rivalry from well -established international companies. In the united arab emirates, the iv canula market was estimated at $ 1.5 million in 2023 and predicted growing up to $ 2.2 million by 2030 [2]. The uae is a high priority for patient safety and medical quality insurance, which has also increased consumers' preference for goods with state -of -the -art safety systems, including better biocapatability and needle stitch equipment.both domestic and foreign companies have a strong opportunity to enter the uae market as for the country's strategic initiative such as operation 300mrd, which aims to increase local production skills in important areas such as the health care system. In addition, the regulatory structure for health and prevention (mohap) provides a straight, whose string, medical equipment registration and market entrance.with emphasis on iv canulus, this task wants ua's medical equipment to look for the market, evaluating its competitive environment, commercial feasibility and strategic entrance points for new players. It looks like how technological development, legal framework and market dynamics interact in uae clinics and hospitals to influence the entrance and tea.

In order to improve the quality, access and financial viability of medical equipment in the united arab emirates, manufacturers, legislators and health professionals can greatly benefit from the intensive analysis the country Health Care System for this research..

Chapter 2: review literature

1. Fitch solutions (2023)

Summary:

this market research analysis encompasses infrastructure spending, regulatory challenges, and development trends, along with the projections for the the uae healthcare industry.

Key point:

It is anticipated that the uae medical devices market will expand gradually, with a focus on expensive and in-demand consumables like iv cannulas.

Relevance:

Demonstrates the iv cannulas' commercial feasibility and appeal in the context of the uae's growing healthcare system.

2. WHO 2022

Summary:

who Guideline focuses on the safety protocols, clinical device standards, and infection control, especially in the context of vascular access tools.

Keypoint:

globally, iv cannulas are among the most frequently used hospital devices, and safety enhancements are a global priority.

Relevance:

supports the argument for demand and quality expectations in uae healthcare regarding cannulation tools.

3. Grand view research (2023)

Summary:

a detailed market analysis that estimates the uae iv cannula market to grow from usd 1.5 Million 2023 to USA 2.2 Million By 2030.

Keypoint:
The UAE iv cannula market is growing at CAGR of 5.6%, driven by clinical demand and public sector infrastructure investment.

Relevance:
provides the core data justification for focusing the thesis on this specific device segment.

4. Mohap – ministry of health and prevention (2023)

Summary:
government-issued regulatory guidelines on device classification, import rules, safety verification, and local representation requirements.

Keypoint:
medical devices in the uae are categorized by risk, and market access requires formal registration and a local representative.

Relevance:
helps frame the regulatory hurdles and compliance strategy essential to a market entry plan for iv cannulas.

5. Operation 300bn (uae ministry of industry & advanced technology, 2022)

Summary:
a uae-wide initiative aimed at developing domestic industrial capabilities, including the healthcare manufacturing sector.

Keypoint:
encourages foreign firms to localize production, which could impact future pricing and distribution strategies for consumables.

Relevance:
highlights long-term opportunities for new market entrants to manufacture iv cannulas locally.

6. Chopra v. Et al. (magic guidelines, 2015)

Summary:
peer-reviewed medical guidelines on best practices for vascular access, including recommendations on device selection and insertion timing.

Keypoint:
70–90% of hospital inpatients require vascular access during their stay.

Relevance:
confirms the critical and recurring need for iv cannulas in any modern healthcare system, including uae.

7. Becton dickinson (bd) – safety catheter portfolio (2023)

Summary:
corporate documentation highlighting their product innovation in iv cannulas, especially in infection control and needle-stick prevention.

Keypoint:
advanced cannulas with safety features are in high demand in safety-regulated markets.

Relevance:
emphasizes product differentiation strategies that new entrants should consider.

8. Medilink midlands (2023)

Summary:
a guide for international medical device companies navigating the uae's regulatory and market access pathways.

Keypoint:
non-uae manufacturers must appoint a local authorized representative and comply with mohap documentation standards.

Relevance:
informs entry strategy design for foreign manufacturers planning to sell iv cannulas in the uae.

9. Research news today (2023)

Summary:

reports on the import dependence of the uae healthcare sector and the gaps in domestic manufacturing capabilities.

Keypoint:

over 90% of medical devices in the uae are imported.

Relevance:

underscores the immediate market potential for well-positioned global players in iv cannula production.

Chapter 3- Methodology

3.1 Introduction

This chapter outline the method of framework employed to analyze a medical device market in the united arab emirates (uae), with a specific focus on penetration strategies for intravenous (iv) cannulas. The approach adopted combines descriptive and analytical techniques, primarily grounded in secondary research. The study aims to provide insights into market dynamics, regulatory frameworks, and competitive structures influencing market entry.

3.2 research design

The research adopts a **descriptive-analytical design**, which is suitable for understanding market structures, identifying strategic opportunities, and evaluating industry trends based on existing literature and secondary data sources. Descriptive methods help summarize the current state of the uae medical device market, while analytical models allow for interpretation and strategic forecasting.

3.3 research approach

Given the constraints of time, access, and feasibility, the study is **entirely based on secondary data**. This includes analysis of industry reports, regulatory documents, corporate publications, government portals, and academic literature. No primary data was collected from hospitals or patients due to institutional limitations.

3.4 data sources

Secondary data was collected from the following types of sources:

- **Government databases**: UAE (MOHAO), (DHA).
- **International organizations**: World Health Organization {WHO}, World Bank, IMF.
- **Market research firms**: grand view research, fitch solutions, 6wresearch, techsci research
- **Academic journals**: springer, elsevier, pubmed
- **Company reports**: annual reports and product portfolios from b. Braun, becton dickinson, terumo
- **Trade publications**: medilink midlands, research news today

Each source was evaluated for credibility, relevance, recency, and applicability to the uae market.

3.5 analytical tools and frameworks

To interpret the data gathered and develop actionable insights, the following strategic analysis tools were used:

- **Swot analysis**: assesses the internal and external factors affecting market entry
- **Pestle analysis**: Evaluates (Political, Economic, Social, Technological, Legal, Environmental).
- **Ansoff matrix**: helps identify strategic options for market penetration and growth
- **Value chain analysis**: maps out stakeholders from manufacturing to end-user application in the healthcare supply chain

3.6 justification for secondary research

Secondary research is appropriate for this thesis for several reasons:

- **Accessibility**: reliable and up-to-date market data is readily available through reputable sources
- **Cost efficiency**: avoids the financial and logistical costs of conducting surveys or interviews
- **Relevance**: government and market publications provide targeted insights into the uae context
- **Feasibility**: due to ethical constraints and institutional requirements, access to direct respondents (clinicians or procurement officers) was not viable within this timeframe

3.7 ethical considerations

This study adheres to ethical standards by:

- Using only publicly accessible or authorized secondary data
- Citing all sources in accordance with vancouver citation style
- Avoiding any collection or interpretation of patient-level data

- Ensuring that corporate information used is attributed appropriately and not misrepresented

3.8 limitations of the methodology

While the secondary research approach provided valuable insights, certain limitations were noted:

- **Lack of primary data**: insights from on-ground healthcare practitioners could have enriched the strategic analysis
- **Data gaps**: some uae-specific datasets, especially those on iv cannula procurement and usage, were either outdated or unavailable
- **Generalization risk**: some global market findings may not fully apply to localized conditions in the uae

Chapter 4: results and discussions

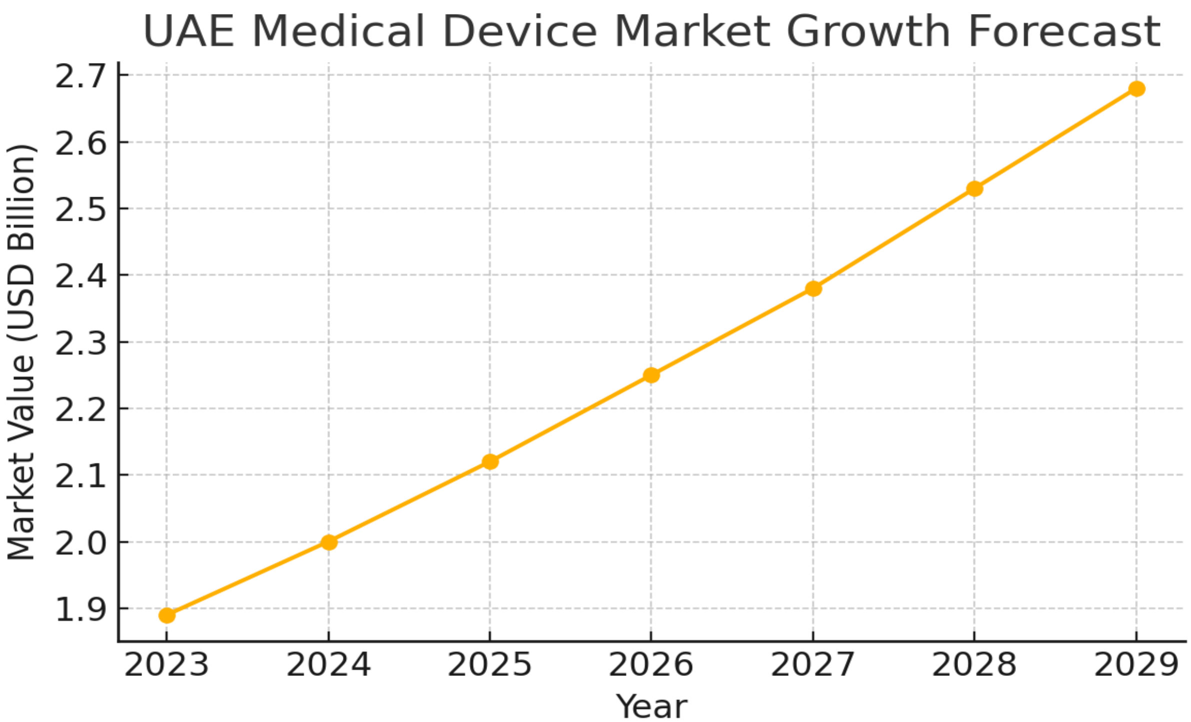
4.1 overview

This chapter presents a detailed analysis of the uae's medical device market with a focused lens on the iv cannula segment. The results discussed here are derived from an in-depth secondary data analysis, supported by key strategic tools including swot, pestle, and market segmentation frameworks. To enhance clarity and evidence, four graphs and charts are used to interpret growth trends, competitive dynamics, and external market forces. Each visual is contextualized to help understand the real-world implications for manufacturers, healthcare administrators, and policymakers considering market entry or expansion within the iv cannula segment.

4.2 uae medical device market growth

There is rapid progression occuring in the medical device market of uae. It is projected to rise from a staggering usd 1.89 billion in 2023 to a peak of usd 2.68 billion in 2029. This accounts for a cagr of 6.11% [1]. Moreover, the increased life expectancy, surge in partnerships of the private-public healthcare sector, and policies aimed at encouraging medical tourism are some of the factors contributing to this change.

figure 1: uae medical device market forecast (2023–2029)



Interpretation:

the steady rising trend points to ongoing investments in healthcare infrastructure from the public and commercial sectors. Notably, this expansion helps producers of essential consumables like iv cannulas in addition to high-tech equipment vendors. The need for sterile, dependable, and safe iv access instruments rises in tandem with the number of surgeries, emergency medical operations, and chronic illness therapies. For companies in the iv cannula industry, this rising tendency serves as a strategic signal of long-term market viability.

4.3 SWOT analysis of iv cannula market entry

A swot analysis was created in order to further evaluate the internal and external factors influencing the iv cannula market potential in the united arab emirates. Before starting or expanding business in this field, stakeholders should take into account the primary advantages, disadvantages, opportunities, and dangers listed.

Swot analysis – iv cannula market in uae

Key findings and discussion:

- **Strengths:**
  The uae has a high demand for iv cannulas due to its expanding population, high rate of chronic illness, and high volume of surgeries. Purchasing high-quality gadgets is encouraged by both private sector rivalry and public healthcare funding. Additionally, hospitals prioritize safety features over low-cost procurement, which is in line with premium product strategy, thanks to the comparatively wealthy health system.

- **Weaknesses:**
  the market remains heavily reliant on imports (over 90% of devices are imported [2]), and regulatory pathways, while transparent, are perceived as complex for first-time entrants. Initial registration through mohap can take several months and involves extensive documentation, often posing barriers for smaller international firms.

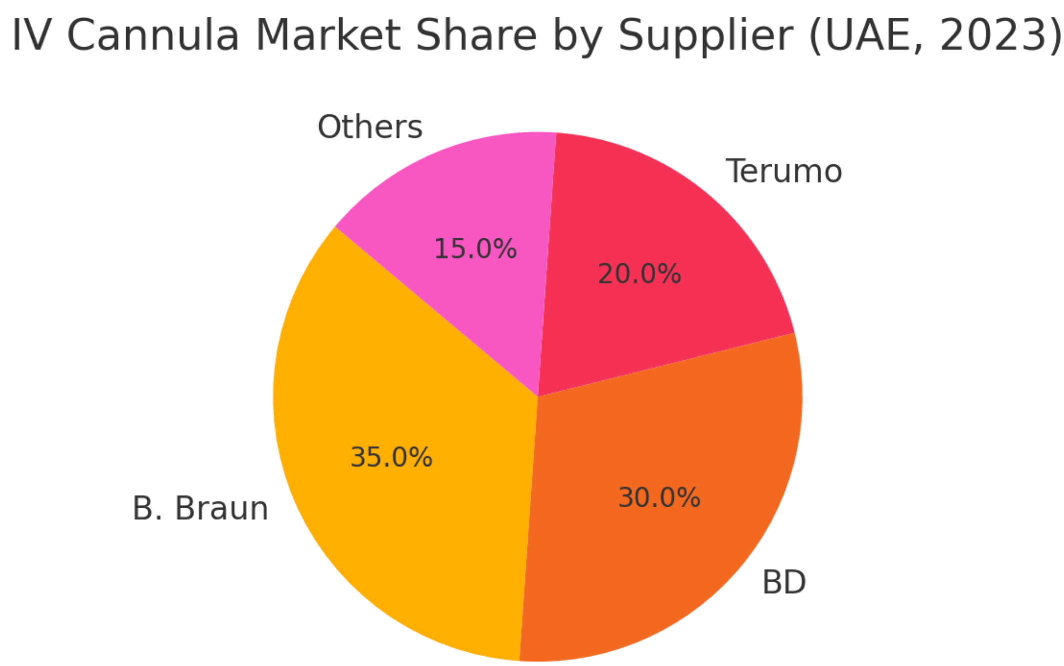
- **Opportunities:**
  initiatives such as operation 300bn support the development of local manufacturing facilities. This opens opportunities for partnerships, technology transfer, and regulatory fast-tracking. Additionally, the uae's position as a medical tourism hub enables suppliers to gain exposure beyond the domestic population by serving international patients.

- **Threats:**
  the market is already served by established global firms like becton dickinson, b. Braun, and terumo. These players dominate hospital supply chains and tender-based public procurement contracts. For new entrants, competitive pricing, marketing costs, and brand recognition remain significant hurdles.

4.4 competitive landscape

The uae iv cannula market is shaped by several major international players. Becton dickinson (bd) leads in the safety cannula space, while b. Braun is widely recognized for innovation in catheter technology and global logistics. Terumo and smiths medical are also present, primarily through regional distribution partners.

figure 2: market share of major iv cannula suppliers in uae (2023)



Interpretation:

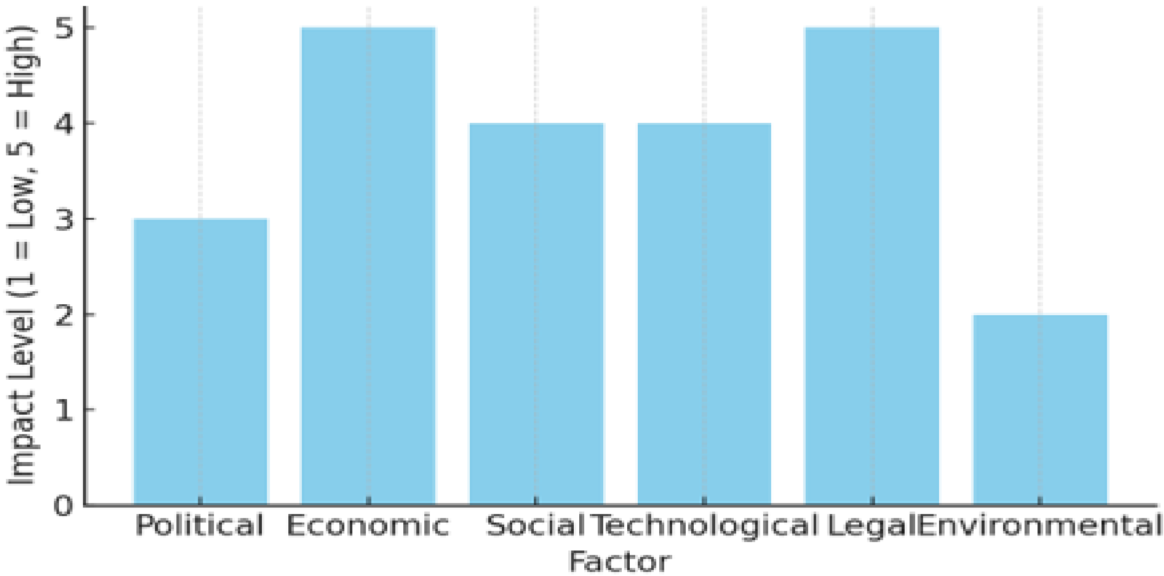
bd and b. Braun together control over 60% of the iv cannula market, illustrating the challenge of breaking into a mature competitive environment. Their success is underpinned by high brand equity, product safety features, iso certifications, and long-term hospital contracts. However, the remaining 15% categorized as other signals room for new players who can offer product differentiation—such as lower-cost alternatives, locally assembled devices, or cannulas tailored for specific patient populations (e.g., pediatrics or geriatrics).

In terms of procurement dynamics, government tenders favor cost-efficiency and regulatory compliance. Therefore, new entrants should consider collaborative ventures with licensed local distributors or pursue exclusive private hospital contracts to gain a foothold.

4.5 pestle analysis: external market forces

A macro-environmental scan using the pestle framework reveals external factors influencing the iv cannula market in the uae. Each element was rated for its likely impact (1 = low, 5 = high) on new product entry.

📊 **figure 3: pestle impact factors for market entry**



Political:

uae's stable governance and healthcare-focused public policy make it an ideal environment for foreign direct investment. Government initiatives, such as seha and vision 2031, reinforce long-term health system growth.

Economic:

high per capita health expenditure and relatively low import duties on medical goods enhance profitability. However, currency exchange rates and global inflation may affect raw material costs.

Social:

the population's high expectations for quality care encourage demand for premium safety cannulas. Increasing awareness about infection risks also supports safety-engineered products.

Technological:

advances in biocompatible polymers, antimicrobial coatings, and automation in production open new r&d avenues. Uae hospitals increasingly adopt tech-savvy equipment, favoring innovative suppliers.

Legal:
mohap’s classification and registration system ensures product safety but demands rigorous documentation. Non-compliance results in rejection or blacklisting.

Environmental:
while less pressing, sustainability is becoming relevant. Single-use plastics used in cannulas contribute to medical waste. Companies offering biodegradable or recyclable components could gain competitive advantage.

4.6 import/export dynamics

- **Import dependency**:the uae imports a significant proportion of its medical devices. Around **92.5% of the country’s medical device requirements** are sourced from international manufacturers. The primary reason for this high dependency is the uae's position as a regional hub for healthcare, relying on advanced medical technologies that are typically manufactured abroad (4).
    - **Key importers**: leading suppliers such as medtronic, b. Braun, and becton dickinson dominate the import market, often influencing pricing, product availability, and distribution terms.
    - **Export opportunities**: the uae is increasingly looking to reduce its reliance on imports. With government initiatives like **operation 300bn**, designed to boost domestic manufacturing capabilities, there's potential for local medical device manufacturers to grow. This includes medical products such as iv cannulas, which might benefit from the push for local production.

4.7 Demand analysis for iv cannulas

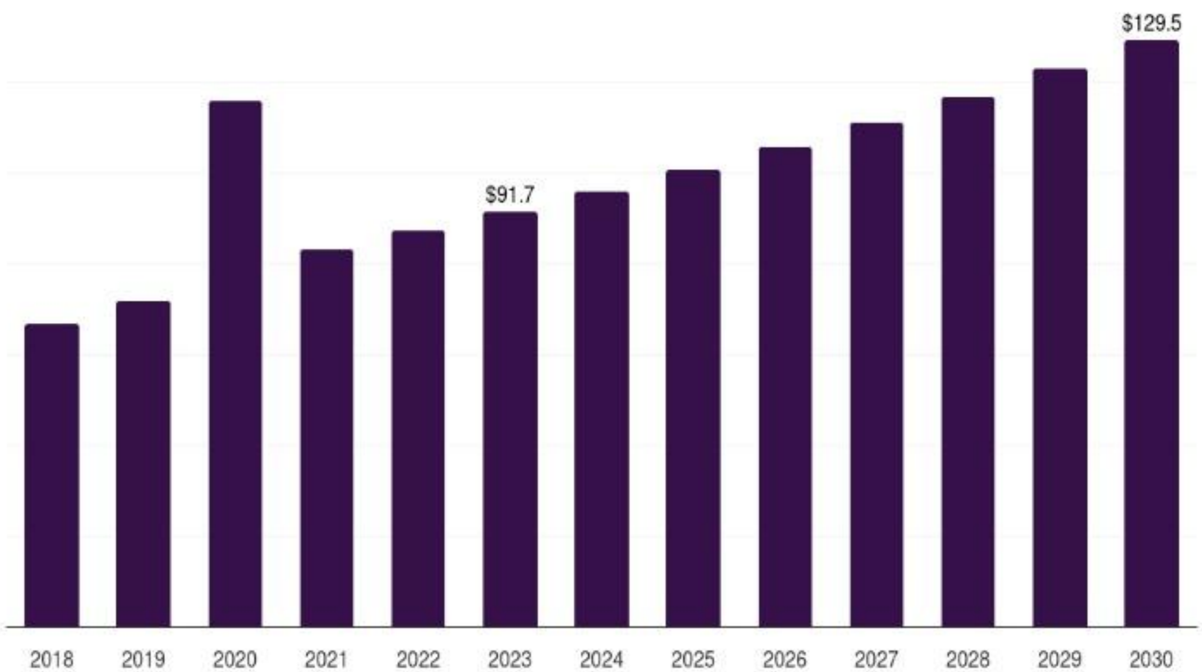
- **Market segmentation:** within the medical device market, iv cannulas fall under the consumables section. This section is a high-volume category since it contains products used in routine medical operations and patient care. Iv cannulas are essential in every medical facility because of their vital role in intravenous access.

- **Demand drivers**:
  - **Hospital admission growth**: more people in hospitals lead to higher demand for iv cannulas. This increase stems from the rise in long-term health issues like diabetes, heart problems, and kidney failure.

  - **Routine medical procedures**: many medical practices need iv cannulas. These range from emergency treatments to complex operations and minor outpatient surgeries. This regular use in healthcare settings keeps the demand steady

  - **Healthcare growth:** the uae's expanding private and public health centers are boosting the need for medical tools, including iv cannulas, to ensure proper health care. Market value of intravenous catheter.

  -
- **Market value of intravenous catheter**
  - Experts predict the intravenous catheters part of the consumables market will grow from $91.7 million in 2024 to $129.5 million by 2030 (4)



4.8 key players and distribution channels

- **Key players**: a number of foreign businesses with significant market penetration control the uae medical device market, which includes iv cannulas:

    - B. Braun: b. Braun, a brand that many in the uae know well and a global leader in medical devices, including iv cannulas, provides top-notch products that clinics and hospitals use.
    - Becton dickinson (bd): bd offers a variety of healthcare products such as iv cannulas and other disposable medical gear making it another key player in the uae's medical device market.2024 2030 2024 2030
    - Medtronic: medtronic, a big name in the uae market and known for its advanced medical devices, sells a range of products, including essential hospital medical equipment.

- **Distribution channels**:

    - Direct sales to large hospitals: large hospitals and healthcare institutions, like abu dhabi health services (seha) and dubai health authority (dha), tend to buy medical equipment directly from overseas manufacturers.
    - Local distributors: companies like al khayyat investments and thumbed group are vital to the supply of medical equipment to uae healthcare institutions. The distributors make efforts to ensure timely delivery of medical supplies and maintain relationships with suppliers.
    - Online platforms: with the growing number of digital healthcare solutions, medical supplies such as iv cannulas are being sold and distributed more and more through online platforms like medica's e-commerce website and al haramain medical supplies

4.9 regulatory process for product registration

To guarantee that medical devices fulfill safety and quality requirements prior to being released on to the market, the uae has a strict regulatory process for their approval in registration.

- **Regulatory authority** the ministry of health and prevention mohan is the central body responsible for medical device regulation in the uae.
- Registration process
  - Step 1 Apply via the computerised mohib system authenticating with ue pass.
  - Step 2. Wafer comprehensive product documentation, including production and testing procedures, quality certifications and any accreditations from global regulatory organizations.
  - Step 3 following a valuation by the medical device registration committee. A determination is reached about the products market ability.
  - Step 4. After approval of 5 year registration certificate is sent out. Several months may pass during the registration process depending on how complicated the gadget is.

4.10 procurement processes in public and private healthcare.

- **Public healthcare recruitment board**
  - Central organisations like the dubai health authority, abu dhabi health services, saha. And other government run organizations frequently oversee the procurement of public healthcare in the united arab emirates. These organizations hold open tenders for medical equipment supply. Sush as iv cannulas which are subject to stringent regulations.
  - Tendering procedure generally when does must fulfil certain quality requirements follow pricing guidelines. And exhibit her track record of adhering to using legislation in order to be considered for public tenders.
- **Private healthcare Procurement**
  - In the private sector. Hospitals and clinics are responsible for their own procurement. Unlike the public sector, procurement is more decentralised. With healthcare facilities establishing direct relationships with medical device manufacturers or distributors.
  - Supplier relationships private healthcare institutions tend to form long term relationships with medical device suppliers, ensuring reliability and continuity of supplies. The focus is on maintaining high quality products that make the facilities specific needs.

4.11 overview of key competitors

International players

- **B brown Metzingen AG**
    - Market presence B brown is one of the largest players in the medical device market globally and has a significant presence in the uae. I ve cannulas are known for their quality and safety features. Including safety engineer devices that reduce needle stick injuries,
    - **Strengths,**
        - High brand recognition and reputation for quality.
        - Advanced technology in needle protection and safety mechanisms.
        - Wide distribution network in strong relationships with hospitals and health providers.
    - **Weaknesses.**
        - Higher pricing could limit access to smaller healthcare providers or clinics.
        - Heavy reliance on established. Partnerships me slow down their ability to innovate quickly.
- **Becton dickinson, bd.**
    - Market presence b is another major player in the uae market, offering the wide range of medical devices including vivek canellos. Their products are recognised for their reliability and precision.
    - **Strengths**
        - Extensive product portfolio with the focus on patient safety and innovation.
        - Strong market share in both public and private healthcare sectors.
        - Comprehensive training and support services for healthcare providers.
    - **Weaknesses**
        - Product pricing can be a challenge for cost sensitive customers.
        - Limited flexibility in adapting to specific regional needs due to their large global scale.

Medtronic

- **Market presence** product pricing can be a challenge for cost sensitive customers. Limited flexibility in adapting to specific regional needs due to their large global scale.
- **Strengths**

        - Strong focus on technological innovation and minimally invasive devices.
        - Established network of distributors in local partnerships.
        - Excellent reputation in the uae public healthcare sector.
- **Weaknesses.**
    - Somewhat high product pricing. Which may not appeal to all segments of the market.
    - Focus on larger scale healthcare facilities rather than smaller clinics for private practices.

B local players

- **Al haramain medical supplies.**
    - **Market presence** al haramain is a well established medical equipment distributor in the uae supplying a wide variety of medical devices including vivek cannulas to hospitals, clinics. And pharmacies
    - **Strengths**
        - Strong relationships with local hospitals and clinics,
        - Competitive pricing and flexible payment terms.
        - Deep understanding of the local regulatory in market landscape
    - **Weaknesses.**
        - Limited capacity to implement state of the art product developments.
        - Dependence on alliances with foreign producers, which reduces product differentiation.flexibility.

Medi pharma

- Market presence. Another regional company that specialises in providing medical equipment and supplies throughout the united arab emirates has medi pharma. A variety of disposable ivy products are available from them.
- **Strengths**
    - Strong distribution network, in in depth market understanding in the area.
    - Emphasis on offering high quality, reasonably priced medical supplies to smaller clinics.
- **Weaknesse**
    - Lower spending on r&d, which restricts product innovation,
    - Less focus on high end goods or cutting edge safety measures.

4.12 competitive analysis of ivf cannulas

Market share and positioning

- The market for iv cannulas in the united arab emirates is dominated by be brown and beedi because of their well known brands in wide range of products. Additionally, these businesses gain from longstanding connections with public health authorities, which makes it difficult for new competitors to enter the market.
- It focuses more on larger hospital networks than on individual clinics for smaller healthcare centres. Medtronic also has a sizeable market share.
- Local competitors like medi pharma and bahuman provide competitive pricing, but they might not have the cutting edge safety features or innovation found in global brands. Nonetheless, there adaptability and capacity to customise products to the unique requirements of the uae market provide them a competitive edge.

B differentiation factor

- Safety features. With the launch of safety engineering goods, the ivy canular industry has grown more competitive. Safety needles that help minimise needle stick injuries are a top priority for businesses like b. Brown and bd, which is important for healthcare facilities,
- Ease of use and comfort for businesses looking to obtain a competitive edge in this industry. Products with ergonomic designs and patient comfort features. Such soft, flexible cannulas are essential differentiators.
- Price pricing tactics differ greatly. While local players concentrate on providing less expensive options, international players typically present themselves as luxury brands with cutting edge safety and quality. Targeting smaller clinics and rural hospitals with items that strike a mix between price and quality could be a financially sensible move for a new comer.

4.13 pricing strategy a premium pricing

A premium pricing

- premium pricing is usually used by brown, bg and metronic who market themselves as premium companies with cutting edge features such safety features, organic designs. And dependable performance, the value offered by innovation and patient safety is reflected in their prices.

B competitive pricing

- In border to attract smaller healthcare providers or budget conscious consumers. Local businesses such as medi pharma and bahuman medical supplies typically use a competitive pricing approach, providing products at a cheaper cost. They make sure that pricing stay appealing by concentrating on selling in bulk to clinics and hospitals.

C cost effective strategy for new entrance

- New players aiming to break into the market can use the hybrid pricing strategy in which they provide high quality. Safety featured items with competitive prices mid market healthcare providers looking to strike a balance between cost and quality might find this approach appealing.

4.14 distribution channels in strategies

A distribution networks

- Global firms like medtronic, bd&b. Brown mainly rely on existing distribution networks, while regional distributors in hospital alliances. They frequently have a unique distribution network that gives them authority over delivery schedules in product quality.
- .local wholesalers like al haramain medical supplies. Are announced for their adaptability and customised services in typically maintain close ties with local healthcare practitioners.

B. New distribution opportunities.

- New players may think about collaborating with current local distributors to take use of their existing networks in order to enter the market. This would shorten their time to mark it and enable them to swiftly access medical facilities
- In the uae. Online platforms and ecommerce have grown in popularity for medical products. In order to reach smaller clinics and healthcare providers who might not have the same procurement capabilities as larger hospitals, new entrance could set up in online presence.

4.15 strategy insights and recommendations

- **A product differentiation**
  - Since hospitals place for high premium on safety. Concentrating on safety features such safety needles that can reduce healthcare hazards will help you stand out from more budget conscious competitors.
- **B pricing and value proposition**

- Especially for new entrance. A value based pricing approach that emphasises on a balanced combination of quality safety features. And cost effectiveness will aid in building the strong market presence.

C local partnerships and distribution

- To gain rapid access to the market. Think about your stablising strategy, collies with regional distributors or public healthcare facilities. Since many foreign patients looked to the uae for high quality treatment. Working with medical tourism organizations could help increase sales.

D marketing and brand positioning

- To appeal to both upscale hospitals and budget conscious clinics. Highlight in your marketing efforts the safety features, comfort and affordability of your iv cannula promote your product as a dependable secure. And reasonably priced substitute for well known global brands.

Chapter 5: recommendations

This chapter offers practical suggestions for companies looking to break into the intravenous iv cannula market in the united arab emirates, uae. Based on the research findings and analytical. Interpretations provided in chapter 4. Prospective market entrance can meet local expectations while upholding international standards. These recommendations of organised to cover legislative operational. Uncompetitive aspects

5.1 regulatory strategy

- Early engagement with mohab obtaining ministry of health and prevention mohab permission must be a top priority for businesses. Product registration can be accelerated by collaborating with regulatory advisers early on in creating through technical documentation. Switches clinical performance reports in cec fda certifications.
- Appoint a local authorised representative, a r, to guarantee effective communication with authorities and adherence to regulatory requirements. Foreign producers should work with seasoned ars domiciled in the uae 2.
- maintain continuous regulatory monitoring companies should designate internal teams or engage outside organizations to keep an eye on any changes to mohit laws or procurement procedures because. Health policies are always changing.

5.2 market entry and product strategy

- **Focus on safety-enhanced cannulas:**the introduction of iv cannulas with needle-stick prevention features and antimicrobial coatings will be in line with clinical priorities, as infection control and patient safety are becoming more and more important in uae hospitals [3].

- **Offer tiered product ranges:**to meet the diverse needs of private clinics and public hospitals, companies should introduce a range of cannulas—premium lines for high-end institutions and cost-effective options for price-sensitive buyers [4].

- **Target centralized procurement bodies:**securing tenders with public sector institutions such as dha and seha can unlock large-volume sales. Customizing offers based on their evaluation criteria—price, quality certifications, supply timelines—will improve the chances of contract awards [5].

5.3 distribution and logistics strategy

- **Partner with established local distributors:**forming alliances with uae-based distributors can facilitate storage, warehousing, order fulfillment, and regulatory liaison. Well-known partners like al haramain or al khayyat investments can provide market access and credibility.

- **Optimize inventory and supply chain:**implement a demand-forecasting mechanism aligned with seasonal procurement trends in hospitals. This will reduce stock-outs and enhance supplier reputation.

- **Consider local manufacturing or assembly:**to benefit from uae's operation 300bn initiative, firms may consider setting up local assembly units or contract manufacturing. This can improve pricing competitiveness and earn preference in government tenders [6].

5.4 branding and educational engagement

- **Develop clinician-focused branding:**promote iv cannulas through safety, ease of insertion, and patient comfort messaging. Training materials, demos, and certification programs can enhance brand recall among nursing and medical staff [7].

- **Participate in health conferences and expos:**establish presence at events like arab health expo to network with stakeholders, gather market intelligence, and build visibility in a competitive landscape.

- **Utilize digital health portals:**list products on b2b medical supply platforms like medica or uaehealthmart, which are increasingly used by procurement departments in clinics and smaller hospitals.

5.5 long-term strategic planning

- **Invest in after-sales support:**ensure ongoing training, product feedback channels, and warranty assistance. Positive user experience will drive long-term contracts and clinician loyalty.

- **Monitor global innovations:**track trends in materials science, embedded sensor cannulas, and eco-friendly packaging that may shape the next wave of regulatory preferences or user demand.

- **Align with uae national vision 2031:**position products and partnerships in alignment with broader national health goals like digitization, localization, and public health improvement. Strategic alignment enhances approval likelihood and policy support.

5.6 market penetration goals

A. Short-term objectives

- **Brand awareness**: achieve high visibility and recognition in the uae market for the iv cannula. This entails building a solid reputation for safety and quality in the first six to twelve months.
  - Target audience: public and private healthcare providers, hospitals, and clinics.

  - Marketing focus: increase awareness through digital marketing initiatives and collaborations with healthcare organizations.

- **Sales targets** acquire important accounts in the first year to build a solid foundation for first sales.
  - First goal within the first year, concentrate on signing agreements with 5 to 10 hospitals in 10 to 15 clinics.
  - Focus markets start by focusing on areas with significant healthcare infrastructure and high demand. Search as dubai, abu dhabi and sharjah

  Regulatory approval and compliance is sure prompt registration and adherence to the regulatory bodies in the united arab emirates 2.

- Objective within the first 3 to 6 months, obtain regulatory approval for the product.

B long term objectives.

- Market leadership within 5 years. Aim for the 20 to 25% market share in the iv cannula industry.
    a. Plan increase market share in the united arab emirates, progressively expanding to nearby areas such as the gulf cooperation council
- Brand loyalty encourage client happiness and loyalty by offering outstanding customer support and training.
    a. strategy will trusting connections with customers by providing constant product innovation, customer support and training.
- Product expansion within 3 years. Increase the product line to include more iv consumables and medical equipment.
    a. Plan has part of a larger product line. Progressively add supplementary items such as iv sets, needles. And other medical supplies

5.7 market entry strategy

A direct sales and distribution model

- Targeting healthcare institutions directly approaching clinics, hospitals. And healthcare professionals is the most efficient and direct method of access.
    - Sales representatives user committed sales team to interact with medical professionals face to face and inform them of the advantages of ivy cannula use emphasising patient comfort, safety features. Inconvenience of use
    - B2b partnerships establish b2 b alliances with regional distributors, hospital groups, and healthcare networks that already have a solid track record.

B distribution partnership strategy.

Local distributors. Forming alliances with regional distributors like medi pharma and bahuman medical supplies is crucial given the regulatory and competitive environment.

This will enable quicker market penetration without requiring an initial infrastructure expenditure.

- All benefits easy market access will be facilitated by local distributors, familiarity with a stabilised procurement methods, cultural quirks and legal needs.
- Terms make sure local distributors have good incentives to promote the product by negotiating exclusive distribution agreements in important markets.

Healthcare procurement- interact directly with the procurement divisions of large healthcare institutions. This includes private healthcare organizations that manage their own procurement, as well as public hospitals under government ministries.

5.8 pricing strategy

A competitive pricing

- Market segmentation target both the upscale and budget conscious market segments with a tiered pricing structure for iv cannula
  - Premium offering. Offer a superior iv cannula at a premium pricing point with cutting edge safety features in organic design. Larger hospitals and healthcare systems that place a high value on safety in quality can be targeted with this marketing.
  - Economical offering targets smaller clinics, private healthcare providers. And regional hospitals by providing the simple version at a competitive price.

B value based pricing

- To defend the cost, highlight the benefits of dependability, safety and usability. In both public and private healthcare settings, canular with improved safety features, for instance, can lower hospital expenses related to needle stick injuries, which can be a major selling factor.

Discounts strategy

- offer hospitals or clinics who make larger orders with discount on bulk purchases. Do a stablish in during partnerships with hospitals take into account long term contracts or loyalty programs

5.9 marketing strategy

A Brand positioning

- Presents the iv cannula as a high end. Dependable and secure device concentrate on important qualities like
    - Safety. Highlight elements that reduce the possibility of needle stick injuries
    - Comfort of the patient highlight how the device can make patients feel comfortable while being inserted.
    - Cost effectiveness promote the canular as a solution that saves money on medical expenses while improving patient outcomes.

B promotional activities,

- Digital marketing, use content marketing, social media. And servo to spread the word about the advantages of the ivy canular. To improve product knowledge and awareness, produce informative webinars, blogs, and videos aimed at healthcare professionals.
- Medical conferences to get in touch with medical experts directly, sponsor and take part in healthcare conferences and exhibits hosted in the united arab emirates.
- Sales team training make sure your sales staff is properly trained to explain the features and advantages of the product to hospital procure maintains positions and nurses.

C healthcare partnerships

- Partner with influential key opinion leaders kohls in the medical field, such as doctors and surgeons who can endorse the product to peers.
- Develop partnerships with medical associations and healthcare networks to enhance credibility and influence healthcare professionals buying decisions.

5.10 distribution and sales strategy

A multi channel distribution-

- Direct distribution for larger clinics and hospitals that need specialised daughters in regular supplies. Set up a direct sales staff.

- Distributor partnerships. To guarantee that the ivy canular is accessible throughout the united arab emirates, work with regional distributors. This will guarantee that the product is accessible to regional hospitals. Pharmacies and smaller clinics
- Online sales create a website where independent practitioners in smaller healthcare facilities can please direct orders for yv cannulas.

B inventory and logistics

- Work closely with distributors to ensure that inventory management is optimised to avoid stock out sore delays.
- Set up a reliable logistics and supply chain management system to ensure timely delivery in compliance with uae regulations for medical device imports.

5.11 risk management in contingency plans

A regulatory delays

- Mitigation plan maintain a proactive rapper with consultants and regulatory bodies to expedite the registration procedure and promptly address any possible problems.

B competitive pressure

- Keep a close eye on rival activity in the uae market and modify your tactics is necessary, especially with regard to pricing, product difference and marketing initiatives.

C supply chain disruptions

- Mitigation strategy to spread risk and lessen the effects of supply chain interruptions create a number of partners or providers. A buffer stock should be built to guarantee product availability.

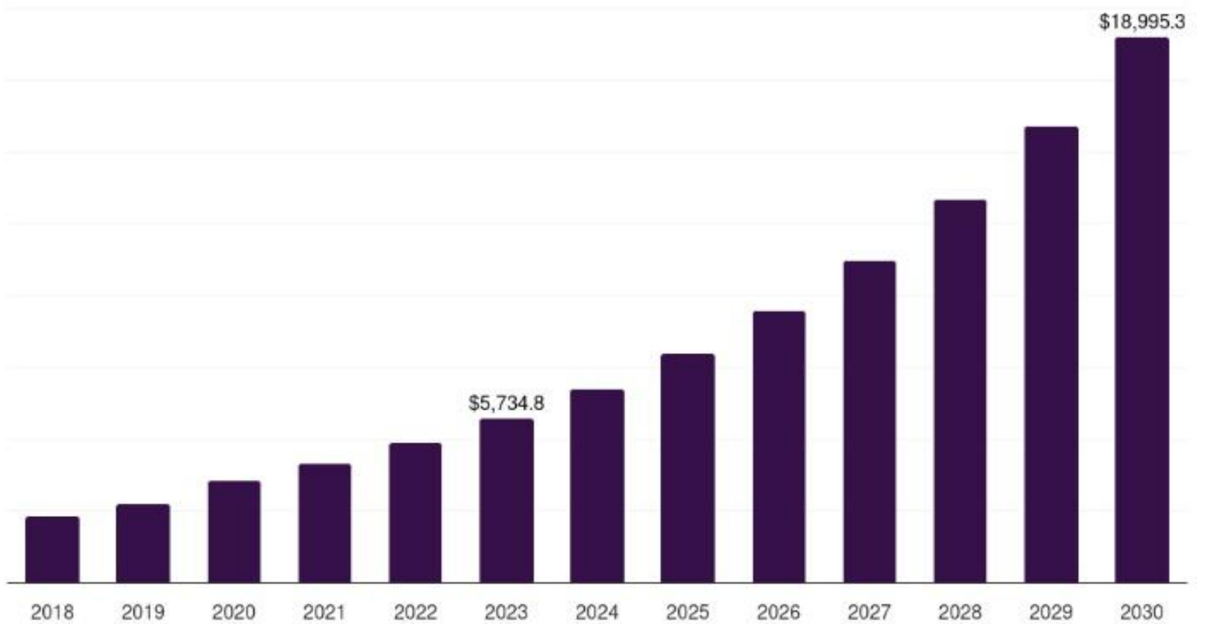
Chapter 6: conclusion

The market for medical devices, especially intravenous ivy cannulas, is vibrant and growing quickly in the united arab emirates, uae. The market for intravenous catheters in the united arab emirates is anticipated to expand that a compound annual growth rate cagr of 5.1% from 91.7 million united states dollars in 2023 to 129.5 million united states dollars. 2030.

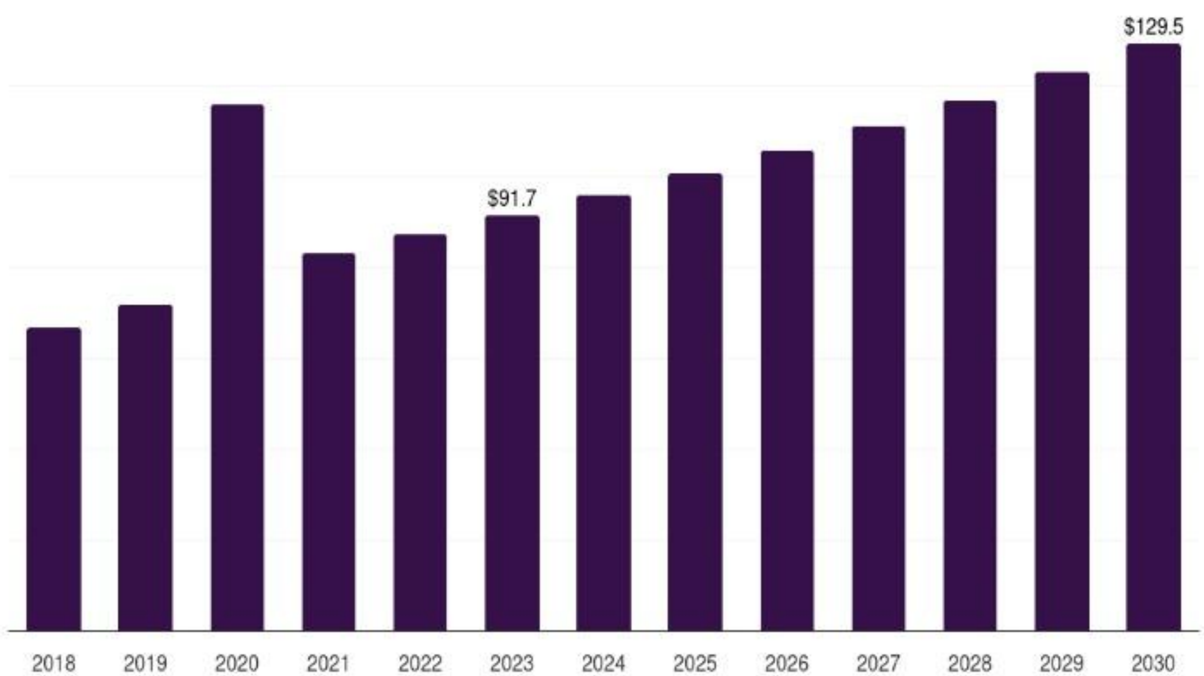
The uae medical disposables market is predicted to develop at a compound annual growth rate cagr of 18.7%, from 5734.8 million united states dollars in 23 to 18,995.3 million united states dollars by 2030. An aging population and increase in the prevalence of chronic diseases and the uae. Strategic expenditures in healthcare infrastructure or some of the factors driving the increased demand.

Uae medical disposables market 2018 to 30 (u.s$m)

Market revenue in 2023	Usd 5,734.8 million
Market revenue in 2030	Usd 18,995.3 million
Growth rate	18.7% (cagr from 2023 to 2030)
Largest segment	Sterilization supplies
Fastest growing segment	Diagnostic and laboratory disposables
Historical data	2018 - 2022
Base year	2023
Forecast period	2024 - 2030
Quantitative units	Revenue in usd million
Market segmentation	Wound management products, drug delivery products, diagnostic and laboratory disposables, dialysis disposables etc.
Key market players worldwide	Medline industries, smith & nephew plc, bayer ag, becton dickinson & co, 3m co, cardinal health inc



uae medical disposables market, 2018-2030 (us$m)



uae intravenous catheters market, 2018-2030 (us$m)

Uae intravenous catheters market, 2018-2030 (us$m)

Market revenue in 2023	Usd 91.7 million
Market revenue in 2030	Usd 129.5 million
Growth rate	5.1% (cagr from 2023 to 2030)
Largest segment	Peripheral catheters
Fastest growing segment	Central venous catheters
Historical data	2018 - 2022
Base year	2023
Forecast period	2024 - 2030
Quantitative units	Revenue in usd million
Market segmentation	Peripheral catheters, midline peripheral catheters, central venous catheters
Key market players worldwide	Boston scientific corp, bd, b. Braun, sterimed group, angiplast, teleflex inc, terumo corp, nipro corp, cook, icu medical inc, babbel

According to the study, the majority of the medical device industry in the united arab emirates is driven by imports, with big multinational manufacturers such as b. Braun, bd, and medtronic controlling the iv cannula market. Notwithstanding their dominance, there is undoubtedly room for new competitors, especially those who can offer a well rounded combination of affordability, quality and safety.

The study determines crucial success elements for market penetration by applying strategy models including porter's 5 forces, sort and pestle. These include competitive pricing strategy, compliances with regional distributors, adherence to more help rules and product innovation to stand out, particularly in the field of safety engineered equipment.

despite being somewhat mature, the iv cannula market is still expanding steadily because of the aging population, the rise in chronic illnesses, and the rise in hospital admissions. Furthermore, it is anticipated that the ues goal of becoming the centre for medical tourism will increase demand for premium supplies like iv cannula

Key strategy recommendations from the study are as follows.

The following tactics or advised in order to effectively enter the ivy canular market in the united arab emirates.

Regulatory compliance in certifications. Ensure adherence to the uae ministry of health and prevention mohib regulations. Acquiring certifications such as iso 13,485 in ce marking would make it easier to enter the market and entries. Healthcare providers credibility

Product differentiation concentrate on creating by v cannulas that put the comfort, safety and usability of patients first. Including elements that reduce the risk of needle stick injuries can give you a competitive advantage.

Pricing strategy to accommodate both upscale hospitals and budget conscious clinics. User dead pricing structure value based pricing has the potential to draw in more clients. Local partnerships work with reputable regional distributors that are well worst in the healthcare system in the united arab emirates. These collaborations can help with market expansion and procurement. Process navigation

Marketing and education to show medical professionals the advantages and correct use of your iv cannula wars. Find digital marketing campaigns in set up training sessions,

product line expansion to keep up with the expanding medical disposables industry. Think about expanding the product line to include related consumables like ivy sets and other vascular access devices after gaining traction.

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