Asia's Health Frontier: Navigating Economic Shifts & Market Trends in 2025

Asian Healthcare Markets · Answer Key · 15 Questions

1. In 2025, which Southeast Asian nation attracted approximately 75% of the region's total healthtech investment, amounting to about $92 million, solidifying its position as a healthtech hub?

A) Indonesia
B) Vietnam
C) Singapore
D) Thailand

2. According to Fitch Solutions, the Vietnam pharmaceutical market was valued at USD 7 billion in 2025 and is projected to reach what value by 2028?

A) USD 8.7 billion
B) USD 9.5 billion
C) USD 10.2 billion
D) USD 11.6 billion

3. In 2025, Thailand's medical and wellness tourism market was valued at US$31.5 billion. What is the projected growth rate for this market by 2034?

A) To triple, growing at a compound annual rate of 13%
B) To double, growing at a compound annual rate of 8%
C) To increase by 50%, growing at a compound annual rate of 10%
D) To quadruple, growing at a compound annual rate of 15%

4. What was the projected increase in the Philippines' domestic general government health expenditure as a percentage of GDP for 2025, compared to 2.93% in 2024?

A) 3.02%
B) 3.10%
C) 3.15%
D) 3.20%

5. Due to a nationwide trainee doctors' strike that lasted until September 2025, South Korea's medical device market experienced a slowdown in 2024. What was the impact on hospital procurement?

A) Increased procurement due to emergency measures
B) Delayed surgeries and reduced hospital procurement
C) Shifted procurement towards domestic manufacturers
D) A surge in demand for elective procedure devices

6. In 2024, India's pharmaceutical exports reached approximately USD 30.5 billion. What is the projected growth target for Indian pharmaceutical exports by 2026-27?

A) 5% double-digit growth
B) 10% double-digit growth
C) 15% double-digit growth
D) 20% double-digit growth

7. Malaysia is implementing an Off-Take Policy 2.0, which suggests three-year contracts for local pharmaceutical companies. What is a primary objective of this policy?

A) To exclusively promote patented drugs
B) To guarantee medicine security, reduce drug prices, and boost the domestic industry
C) To encourage the import of specialized foreign drugs
D) To focus solely on research and development of novel therapies

8. In the Asia-Pacific region's healthcare private equity market in 2024, which country accounted for 26% of deal volume, making it the largest PE market by volume?

A) China
B) Japan
C) India
D) South Korea

9. What percentage of the total Southeast Asian healthtech investment did Singapore attract in 2024, according to reports on healthtech investments?

A) 50%
B) 60%
C) 75%
D) 85%

10. The Indonesia E-Health Market is valued at USD 3.5 billion with an approximated compound annual growth rate of 8.38% from 2024-2030. Which of the following is a primary growth driver for this market?

A) Decreasing smartphone penetration
B) Limited government initiatives
C) Increasing healthcare costs and an aging population
D) Reduced accessibility to digital technologies

11. In 2025, Japan's digital health market was valued at USD 31.4 Billion. What segment captured the largest market revenue share, reflecting strong adoption of platforms like EMR/EHR?

A) Telehealth
B) Software solutions
C) AI Diagnostics
D) Wearable devices

12. What significant event in South Korea, beginning in February 2024 and lasting until September 2025, significantly disrupted routine care and reduced hospital procurement of medical devices?

A) A major cybersecurity breach
B) A nationwide trainee doctors' strike
C) A global supply chain crisis
D) An outbreak of a new infectious disease

13. Which country's pharmaceutical market is projected to reach approximately USD 14.07 billion by 2033, with a CAGR of 7.34%, driven by chronic disease burden and an aging population?

A) Malaysia
B) Thailand
C) Philippines
D) Vietnam

14. In 2025, the Philippine national health expenditure rose to 6.7% of gross domestic product (GDP), the highest since the PSA began compiling data in 1991. What was the primary driver for this increase?

A) A decrease in private healthcare spending
B) Reduced government support for healthcare
C) Higher medical inflation, stronger demand, and increased government support under Universal Health Care
D) A decline in the prevalence of chronic diseases

15. As of 2024-2025, which Southeast Asian nation holds the highest number of Joint Commission International (JCI) accredited hospitals, a key indicator for medical tourism?

A) Singapore
B) Malaysia
C) Thailand
D) Indonesia