

## PRODUCTS IN DEMAND

There have been large increases in Mexico's imports of most categories of medical equipment over the past few years. There are a number of market areas with particularly good prospects.

- Cobalt treatments are in demand as the rate of diagnosed cancers increases. There are no national manufacturers of cobalt equipment. Similarly, alpha and beta radiation technology is not produced nationally.
- Hydrotherapy, electrotherapy and ultrasound equipment are in greater demand because of the emphasis being placed on physiotherapy for injuries and post-trauma care.
- The demand for sterilization equipment is expanding. At this time, the market is dominated by locally-manufactured devices.
- Growing respiratory problems, particularly in the large urban centres, are creating new demands for appropriate treatments. Artificial respiration equipment is in particular demand. There are no national producers and the Mexican market is dominated by the United States and Japan.
- The market for X-ray equipment is dominated by basic to medium-technology equipment, which accounts for 80 percent of sales. The remaining 20 percent is high-technology equipment which is supplied by one domestic manufacturer and Japanese companies. The Koreans and Brazilians are actively pursuing this market niche.
- Japanese and German manufacturers dominate the market for ophthalmology equipment, which is increasingly price-competitive.
- The treatment of heart diseases and related complications is expanding, and there is a corresponding growth in the market for cardiology equipment.

These products provide the most promising opportunities in the short run. In the longer term, any product that provides a more cost-effective way of providing effective medical care is likely to be in demand in Mexico.

