



HEALTHCARE AND WELLNESS INDUSTRY

Your Global Medical
and Wellness Hub



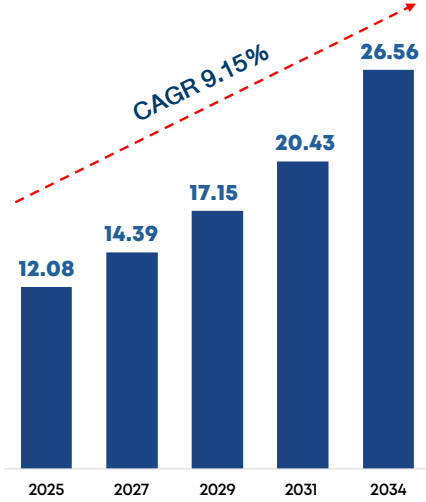
Thailand is shaping the future of global healthcare and wellness. Strategically located in the heart of Asia, the country has become a destination where world-class medical expertise meets holistic well-being. From advanced hospitals and cutting-edge technology to world-renowned spas and wellness retreats, Thailand provides an unparalleled ecosystem for both medical excellence and lifestyle enhancement.

The government's strong commitment to positioning Thailand as a global hub ensures investors will find a robust foundation for growth. With a proven track record in healthcare innovation, internationally accredited facilities, and a reputation for hospitality, Thailand attracts millions of patients and wellness seekers each year.

Thailand's healthcare and wellness industry offers more than treatment—it creates value through prevention, rehabilitation, and long-term health management. For investors, this means access to fast-growing markets in medical services, wellness tourism, pharmaceuticals, medical devices, and food for health. Backed by the Board of Investment's comprehensive incentives and services, Thailand offers a secure, competitive, and forward-looking environment for success.






GLOBAL HEALTHCARE & WELLNESS MARKET OUTLOOK

Healthcare Market Size
2023 to 2034 (USD Trillion)



Source: towardshealthcare

Healthcare Growth Factor

- Rising prevalence of chronic diseases 
- Technological advancements in healthcare 
- Increasing investments drive the market 
- Rising disposable income and availability of affordable services 
- Advanced medical facilities and skilled professionals 

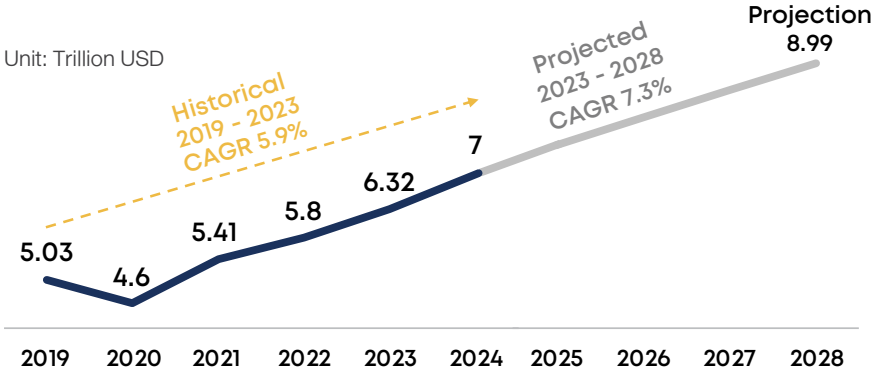
The global healthcare market is projected to reach USD 26.56 trillion by 2034, while the wellness economy is forecast to grow to nearly USD 9 trillion. These megatrends are driven by aging populations, rising chronic diseases, and growing health awareness.

Thailand is well-positioned to capture this growth, offering affordable, high-quality care supported by skilled professionals and advanced facilities. For investors, Thailand provides access to two of the world’s fastest-growing industries, backed by strong policy support and a robust ecosystem.





GLOBAL WELLNESS ECONOMY MARKET SIZE AND GROWTH PROJECTION



Wellness Economy Growth by Sector, 2019 - 2023



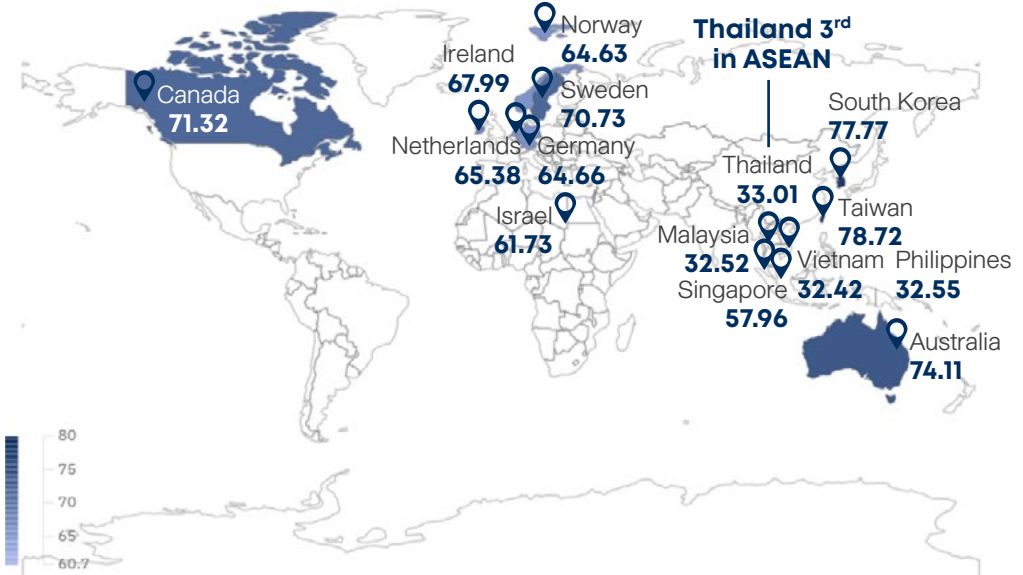
The wellness economy is becoming a defining trend in modern lifestyles. From 2019 to 2023, sectors such as personalized medicine, wellness real estate, and mental health all recorded double-digit growth, reflecting strong global demand.

Looking ahead, the wellness economy is expected to reach nearly USD 9 trillion by 2028. Thailand, renowned for its wellness tourism, traditional therapies, and world-class hospitality, is ideally placed to lead this growth. For investors, opportunities range from developing wellness resorts and health-oriented real estate to innovative services and products that support preventive care and healthier living.

GLOBAL HEALTHCARE STANDARDS

CEOWORLD Magazine

Health Care Index 2024



Source: CEOWORLD Health Care Index

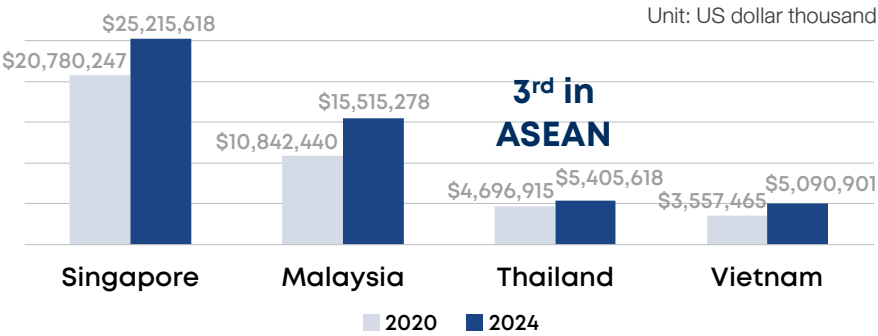


Thailand’s healthcare standards are rapidly rising. According to the 2024 CEOWORLD Health Care Index, the country ranks 3rd in ASEAN and 83rd globally, reflecting steady improvements in infrastructure, medical expertise, and accessibility.

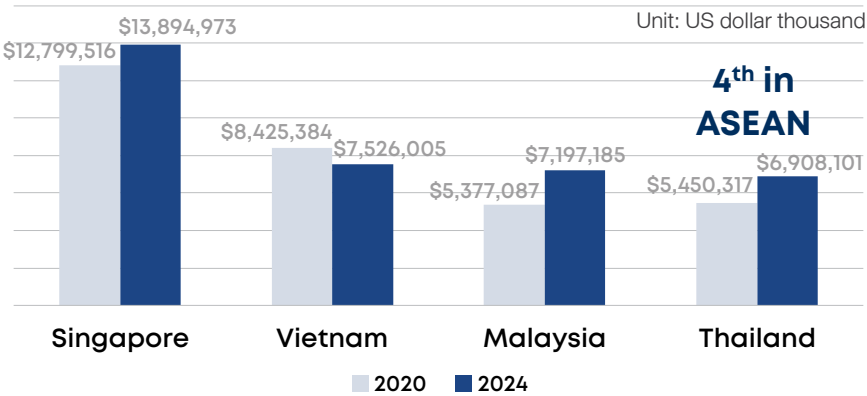
With highly trained professionals, advanced technology, and internationally accredited hospitals, Thailand offers affordable yet high-quality healthcare. This combination makes it a preferred destination for international patients seeking world-class medical services at competitive costs. For investors, it demonstrates a strong commitment to international standards and a sector ready for sustainable expansion.

THAILAND MEDICAL TRADE SNAPSHOT

Export of Medical Devices



Import of Medical Devices



Source: Trademap, As of December 12, 2025



Thailand plays a vital role in ASEAN’s medical trade. By 2024, it ranked 3rd in the region for exports of medical devices and 4th for imports, highlighting both robust domestic demand and integration into global value chains. Pharmaceutical trade is equally strong, with Thailand ranked 3rd for both imports and exports.

Export markets such as Singapore and Vietnam, alongside imports from the U.S., Germany, and France, show Thailand’s dual role as both a production hub and a high-demand market. For investors, this creates opportunities in advanced manufacturing, distribution, and regional partnerships within a thriving healthcare ecosystem.



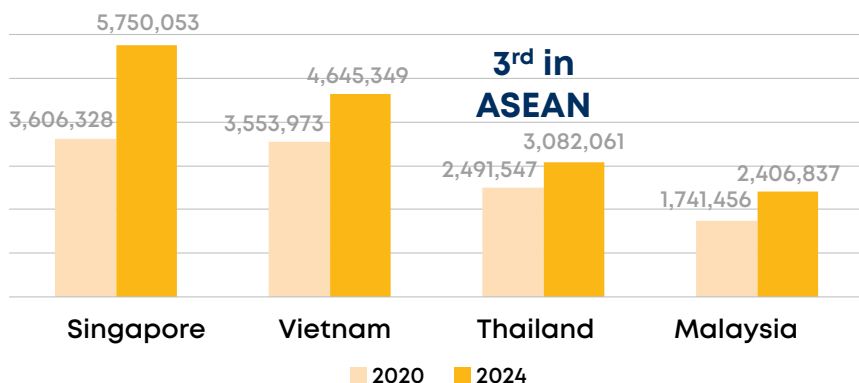
Export of Pharmaceutical Products

Unit: US dollar thousand



Import of Pharmaceutical Products

Unit: US dollar thousand







Source: Trademap, As of December 12, 2025

Thailand's pharmaceutical trade has shown strong momentum, ranking 3rd in ASEAN for both exports and imports by 2024. Exports reached nearly USD 0.7 billion, with major markets including Singapore, Indonesia, and Malaysia. On the import side, Thailand brought in over USD 3.1 billion, sourcing from key partners such as Vietnam and Singapore.

This dual role as both exporter and importer highlights Thailand's dynamic pharmaceutical landscape. Strong domestic demand, driven by healthcare expansion and medical tourism, combines with growing export capacity to position Thailand as a vital link in ASEAN's pharmaceutical supply chain. Investors will find opportunities in manufacturing, R&D, and cross-border trade partnerships within this thriving sector.

THAILAND'S VISION AS A GLOBAL MEDICAL HUB

Thailand is committed to becoming a world-leading medical and wellness hub, offering international healthcare and the comprehensive medical industry hub with a clear strategic roadmap, Thailand is your trusted destination for healthcare investment.

 <p>Wellness Hub</p>	 <p>Medical Service Hub</p>	 <p>Academic Hub</p>	 <p>Product Hub</p>
<p>Delivering holistic wellness services that emphasize preventive care, health promotion, relaxation, and overall well-being.</p>	<p>Providing comprehensive and integrated healthcare services, encompassing advanced medical treatments, specialized care, and multidisciplinary therapies that meet international standards.</p>	<p>Serving as a center of excellence for medical education, research, and knowledge development, fostering innovation, capacity building, and international collaboration in healthcare and life sciences.</p>	<p>Supporting the production, development, and global distribution of high-quality health-related products, including pharmaceuticals, medical devices, and wellness innovations.</p>

including 3 Strategies

- 1 Enhance the capacity of the medical industry**
- 2 Develop the medical industry ecosystem**
- 3 Boost marketing and public relations**

Thailand is committed to becoming a world-leading hub for healthcare and wellness industry, guided by four interconnected pillars: Wellness, Medical Services, Academia, and Products. Together, they form a comprehensive ecosystem that integrates advanced treatments, holistic therapies, education and research, and innovative product development. The government's strategy focuses on enhancing industry capacity, developing a supportive ecosystem, and boosting international promotion. These efforts ensure that Thailand remains a trusted destination for medical and wellness investment. For global investors, Thailand's vision translates into opportunities across a wide spectrum—from hospitals and clinics to R&D facilities, training centers, and high-value product manufacturing.

HEALTHCARE MARKET OPPORTUNITIES IN THAILAND



Foreign Patients
3 Millions
in 2024



Medical Hub
(Medical Tourism)



52,800
Million THB
In 2030

CAGR
2023-2030
43%



Academic Hub
(Medical Higher Education)



19,722
Million THB
In 2033

CAGR
2025-2030
18%



Wellness Hub
(Spa)



61,294
Million THB
In 2030

CAGR
2025-2030
9%



Products Hub
(Medical Devices)



82,500
Million THB
In 2028

CAGR
2023-2028
7%

Source: Iconic Research, IMARC Group, Grandviewresearch and Healthcare Asia (HCA)

Thailand's healthcare industry offers diverse and expanding opportunities across its four hub areas. By 2030, the wellness sector is projected to reach THB 61,294 million, growing at 8% CAGR, while medical tourism is expected to expand at an impressive 43% CAGR, reaching THB 52,800 million.

Medical devices also present major potential, with market value forecast to reach THB 82,500 million by 2028, while higher education in medicine will grow at 18% CAGR, creating a skilled workforce to support the industry. With over three million foreign patients visiting Thailand in 2024, the country is reinforcing its reputation as a global healthcare and wellness destination.



Fertility Services



2,970,000

Million THB
In 2027

CAGR
2022-2032
14%



35,392

Million THB
In 2030

CAGR
2024-2030
9%



Aesthetic



7,197

Million THB
In 2030

CAGR
2024-2030
6%



73

Million THB
In 2030

CAGR
2024-2030
7%



Wellness



2,080,000

Trillion THB
In 2023

CAGR
2023-2028
7%



Corporate wellness
24,992

Million THB
In 2033

CAGR
2025-2033
6%



Pharmaceutical



39,590,100

Million THB
In 2034

CAGR
2025-2034
7.5%



459,660

Million THB
In 2030

CAGR
2025-2030
7.7%



Health Insurance



44,253,000

Million THB
In 2029

CAGR
2025-2029
7.3%



124,080

Million THB
In 2029

CAGR
2025-2029
4.5%

Source: Grandviewresearch, Technavio, Market.us Media, SCB EIC, SAFE Fertility Group, Krungsri and Precedenceresearch

Beyond core medical services, Thailand's healthcare market is booming in specialized areas. The aesthetics industry reached THB 7.2 billion by 2030, supported by a growing demand for beauty and anti-aging services. Fertility services are forecast to rise at 14% CAGR through 2032, reflecting regional demographic shifts and rising affluence.

Pharmaceuticals and health insurance markets are also expanding steadily, valued over THB 39.5 trillion and THB 44.2 trillion by 2034 and 2029 respectively. Corporate wellness and preventive care are fast-emerging fields, aligning with global trends toward healthier lifestyles. For investors, these figures underscore Thailand's strength not only as a treatment hub but as a dynamic ecosystem covering every dimension of healthcare and wellness.



BOI SERVICES: SUPPORTING YOUR INVESTMENT JOURNEY

Thailand's well-established healthcare and wellness ecosystem provides a strong foundation and attractive opportunities for investors seeking to expand or invest in this high-potential sector, with comprehensive support from BOI throughout the investment journey.

Thai healthcare industry is internationally recognized as **one of the world's leading healthcare and wellness destinations.**

65 medical facilities have been certified with JCI, as of 18 November 2025

#4 in the world,
 Joint Commission International



 Thailand's medical excellence is globally recognized, with its leading private hospital ranked **100th** in the World's Best Hospitals 2025.

 Thailand was ranked the **9th** in terms of world's best healthcare systems in 2025



Thailand’s healthcare sector is recognized globally for its excellence—ranked 9th worldwide for best healthcare systems in 2025 and home to 65 Joint Commission International (JCI) accredited facilities. The country also hosts one of the world’s top hospitals for medical tourism, reinforcing its global reputation.

From Tax benefits to streamlined processes and strong international networking, BOI ensures that businesses and investors entering Thailand’s healthcare and wellness industry enjoy a smooth journey. Through its comprehensive ecosystem makes Thailand an attractive and ideal destination for sustainable growth. The Thailand Board of Investment (BOI) provides strong support to investors, offering enticing incentives, facilitation services, and a promotional platform.

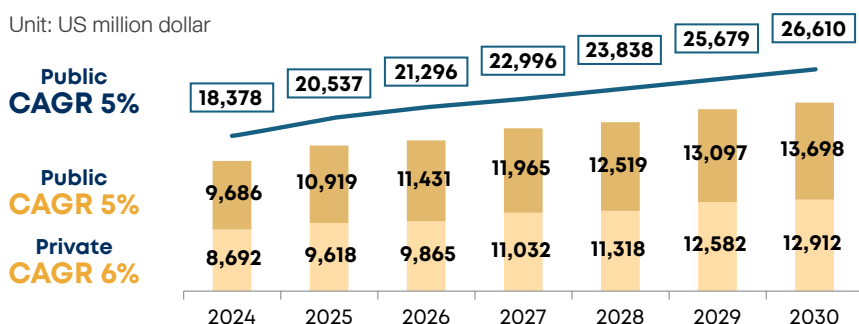




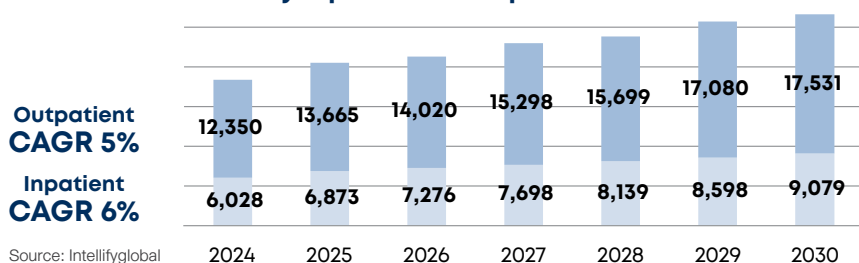
THAILAND'S HEALTHCARE SERVICE DEMAND AND SUPPLY LANDSCAPE

Thailand's healthcare services Market Size by Public & Private

Unit: US million dollar



Thailand's healthcare services Market Size by Inpatient & Outpatient

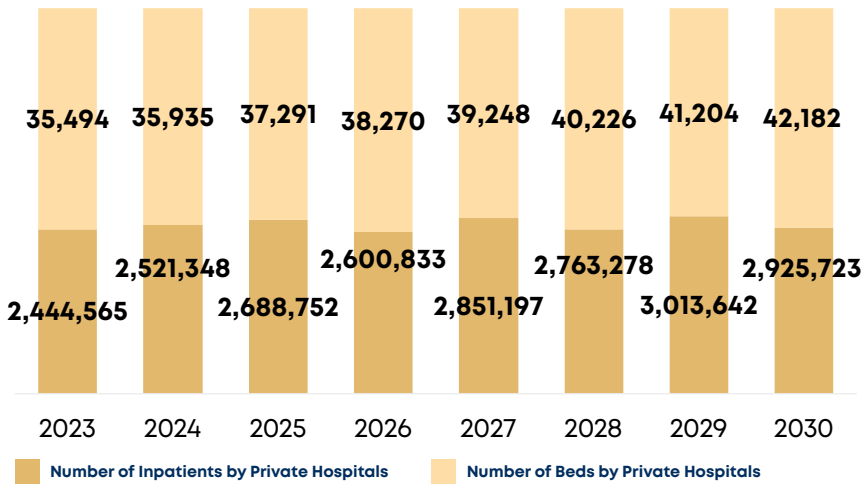


Source: Intellifyglobal

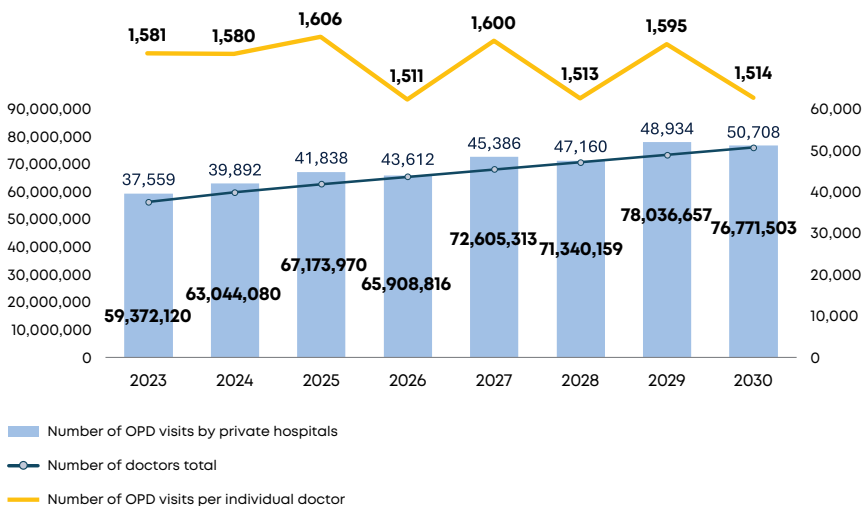
Thailand's healthcare services industry is expanding steadily, projected to grow from USD 18.3 billion in 2024 to over USD 26.6 billion by 2030 at a CAGR of 5%. Public hospitals account for more than half of total spending, reflecting the government's commitment to promoting accessibility, while private hospitals continue to grow faster, primarily catering to premium patients and international visitors.

Inpatient and outpatient volumes are rising as demand for chronic disease management and advanced care increases. With higher growth in private sector spending (6.1% CAGR), investors can tap into premium healthcare markets, advanced medical technologies, and specialized care services. Thailand's balanced system offers opportunities across both public and private segments, supported by strong national health policies.

Thailand's Number of Inpatient and Beds by Private Hospital



Thailand's Number of Out-Patient Department (OPD) Visit and Doctor by Private Hospital

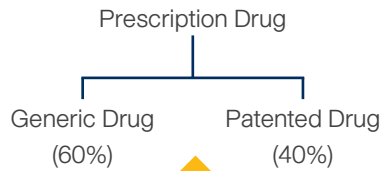
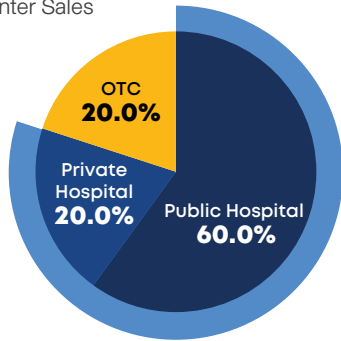
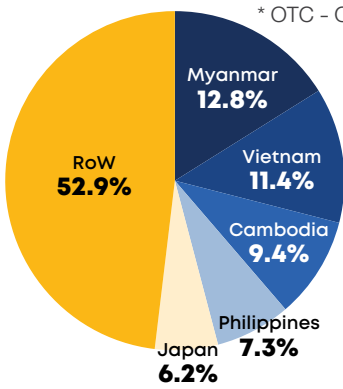
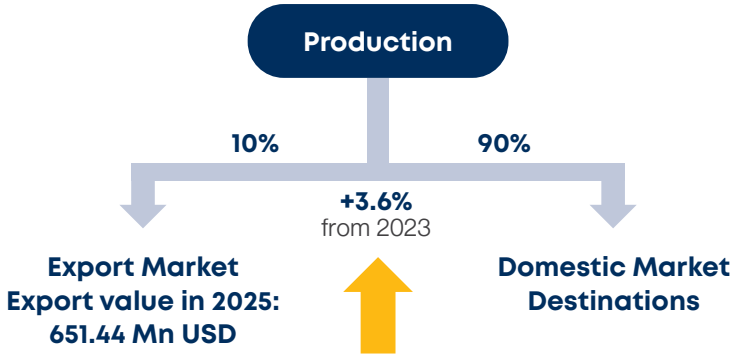


Source: Intellifyglobal

Private hospitals are central to Thailand's healthcare expansion. By 2030, private hospital revenue is projected to reach USD 12.9 billion, serving 2.9 million inpatients and 26.3 million outpatients annually. Patient demand is driven by premium medical services, advanced technologies, and Thailand's strong reputation for quality care.

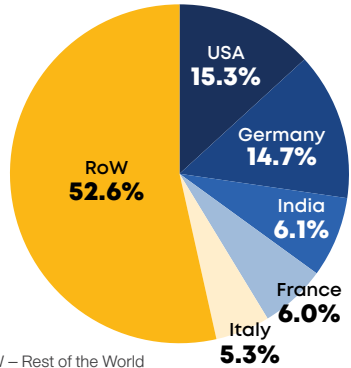
The number of hospital beds, inpatients, and outpatient visits will continue to rise, alongside a growing pool of highly qualified doctors. This positions Thailand as a leading destination for medical tourists while also strengthening domestic healthcare. For investors, the private sector offers opportunities in specialty hospitals, advanced diagnostics, and digital health solutions to meet rising demand from both domestic and international patients.

THAILAND'S EXPANDING PHARMACEUTICAL INDUSTRY



Source of Imports

Import value in 2025:
3.4B USD



* ROW - Rest of the World



Source: Trademap

Thailand's pharmaceutical industry is growing rapidly, with exports reaching USD 638 million in 2024, up 9.7% from the previous year. Key export destinations include Vietnam, Myanmar, Cambodia, Philippines, and Japan, while imports valued at USD 3.1 billion come primarily from the U.S., Germany, France, India, and Italy.

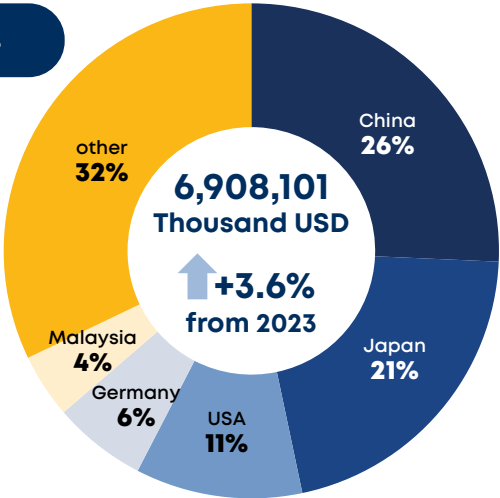
The domestic market is dominated by generic medicines, accounting for 61% of total consumption, but demand for patented and specialized drugs is rising. With a strong base of hospitals and healthcare providers driving demand, Thailand offers investors opportunities in production, distribution, and innovation of pharmaceuticals. The government's support for R&D and manufacturing incentives further enhances the country's position as a hub for pharmaceutical growth in ASEAN.



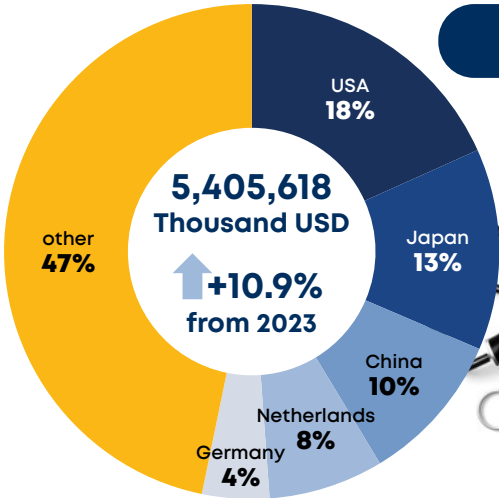
MEDICAL DEVICE INDUSTRY: REGIONAL HUB FOR MEDICAL HUB

Import Market in 2024

Thailand is a key player in ASEAN's medical device trade, with imports valued at USD 6.9 billion and exports at USD 5.4 billion in 2024. Major import partners include China, Japan, and the U.S., while exports are led by the U.S., Japan, and the Netherlands.



Export Market in 2024

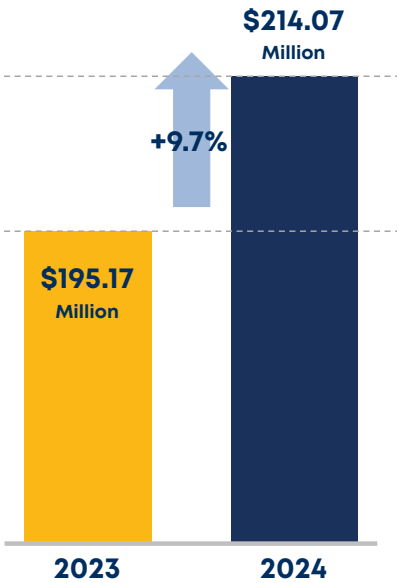


(Source: Trademap, as of 11 November 2025)

This strong trade flow reflects Thailand's role as both a production hub and a consumer market for advanced medical devices. Growing domestic demand, driven by private hospital expansion and medical tourism, further boosts opportunities for manufacturers and suppliers. Investors can leverage Thailand's strategic location, skilled workforce, and supportive BOI incentives to establish partnerships, local production, and distribution networks within ASEAN's thriving healthcare landscape.

MEDICAL FOOD INDUSTRY – A RISING EXPORT SECTOR

Medical Food and Specialty Food's Export



Source: TPSO

Top 3 Exported Products in 2024

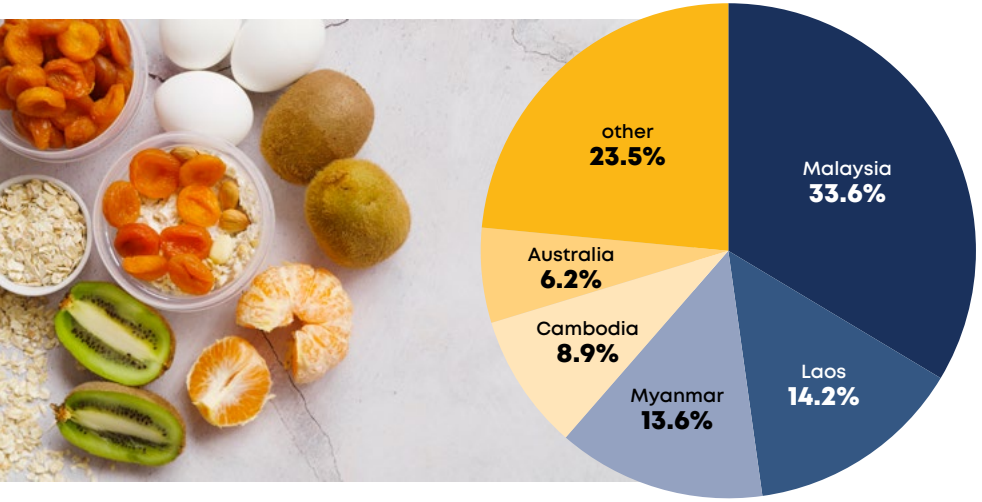
- 

1 Prepared food for infants or young children
126.68 million US Dollar
- 

2 Soups and thick soups containing meat for children and the elderly
61.71 million US Dollar
- 

3 Prepared food containing a homogeneous mixture containing meat
8.39 million US Dollar

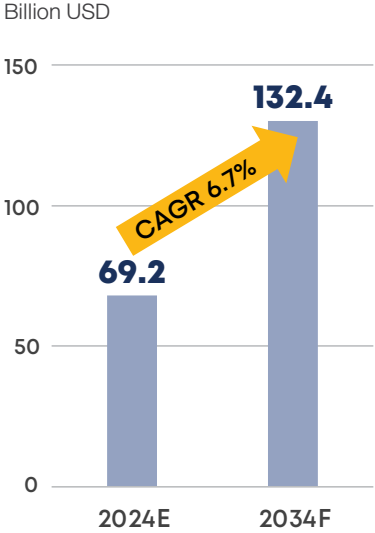
Key Export Markets 2024



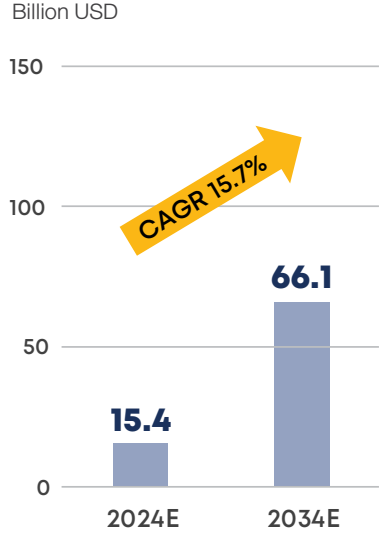
Key export markets are Malaysia, Laos, Myanmar, and Cambodia, reflecting strong regional demand. As global health awareness increases, demand for functional and medical foods is set to grow further. For investors, Thailand offers a competitive base with established food processing expertise, advanced R&D, and strong government backing. This sector presents opportunities to serve both domestic health-conscious consumers and fast-growing international markets.

MEDICAL TOURISM – THAILAND’S GLOBAL REPUTATION

Thailand Travel & Tourism Market



Thailand Medical Tourism Industry Size



Source: World Travel & Tourism Council, Future Market Insights Inc.

Thailand is recognized worldwide as a top destination for medical tourism, combining high-quality healthcare with exceptional hospitality. In 2024, the medical tourism market was valued at USD 15.4 billion and is projected to grow more than fourfold to USD 66.1 billion by 2034.

Patients from around the world have chosen Thailand for its expertise in advanced treatments, affordable yet competitive pricing, as well as robust, renowned world-class wellness resorts/centers. With internationally accredited hospitals, highly skilled professionals, and a reputation for patient-centered care, Thailand offers a unique blend of medical excellence and wellness experiences. For investors, this booming sector presents opportunities in hospitals, clinics, rehabilitation centers, and integrated health resorts.



JCI-ACCREDITED MEDICAL FACILITIES IN THAILAND

Thailand is home to 65 (as of 18 November 2025) Joint Commission International (JCI)-accredited hospitals and medical facilities, ranking 4th globally and 1st in ASEAN. This achievement highlights Thailand's commitment to consistently improving its international healthcare standards and services.

Number of JCI Accredited Facilities



JCI Accredited Hospitals



Source: Joint Commission International

YOTHI MEDICAL INNOVATION DISTRICT

Located in the heart of Bangkok, the Yothi Medical Innovation District (YMID) serves as a dynamic hub for healthcare innovation and cross-sector collaboration. Supported by the National Innovation Agency (NIA), YMID brings together leading hospitals, universities, research institutions, and private enterprises to advance deep technologies in healthcare and strengthen Thailand's medical innovation ecosystem.

Established to accelerate medical innovation and reduce reliance on imported medical equipment, YMID transforms policy vision into tangible outcomes through close collaboration with NIA and the Board of Investment (BOI). Investors operating within the designated YMID area are eligible to apply for a 50% corporate income tax exemption for up to five years, subject to targeted activities as specified.



Located near Yothi Road, Ratchathewi, Bangkok



Targeted Activities

- Electronic Design
- Software Platform Development
- Innovation Incubation Center
- Fabrication Laboratory
- R&D
- Biotechnology
- Engineering Design
- Skill Enhancement Program
- Scientific Testing / Lab Testing
- Standardization Service
- Vocational Training Center

Conditions

- Collaborate with academy in Work-integrated Learning (WiL)
- Collaborate with hospital, medical institution, academy, research institute, or government agency to develop Deep Technology

Subject to approval by the National Innovation Agency (NIA).

Source: Yothi Medical Innovation District, Board of Investment

50%
of CIT exemption
for 5 years on top
of original benefit



VISA PRIVILEGES – SUPPORTING INTERNATIONAL HEALTHCARE ACCESS

Medical Treatment

Medical treatment (less than 60 days)

- Single entry
- Validity period 90 days
- Permits a maximum stay of 60 days

Medical Treatment

Medical treatment (longer than 60 days)

- Single entry
- Validity period 90 days
- Permits a maximum stay of 60 days

Destination Thailand Visa (DTV) Thai Soft Power

(e.g., Muay Thai, Thai culinary training, and medical treatment, seminars or music festivals.)

- Multiple entry
- Validity period 5 years
- Permits a maximum stay of 180 days per entry

Source: Ministry of Foreign Affairs of Thailand


Thailand enhances accessibility through a range of attractive visa programs designed to attract international patients, residents, and investors. Medical treatment visas permit stays of up to 60 days, while long-stay medical visas and the Destination Thailand Visa (DTV) support extended healthcare, wellness, and lifestyle pursuits.

The DTV, valid for five years with multiple entries, permits stays of up to 180 days per visit and covers activities such as wellness, Thai culinary training, and cultural experiences. These visa privileges underscore Thailand's commitment to being a global medical and wellness hub, making the country more welcoming for patients and investors alike.

STRATEGIC INDUSTRIAL PROMOTION AREAS


Thailand has designated **two major medical and wellness investment promotion areas**—the Andaman Wellness Corridor (AWC) and the EEC Medical Valley (EECMd). These zones are strategically developed to support healthcare and wellness investments, backed by strong infrastructure, targeted incentives, and integrated regional ecosystems.

- **EEC Medical Valley (EECMd)** – A comprehensive hub for medical education, research, and services in Pattaya.
- **Andaman Wellness Corridor (AWC)** – A wellness destination promoting natural products, health services, and healthy living across southern provinces.




EEC Medical Valley (EECMd)

@Thammasat University Pattaya Campus



- **Teaching Hub:** medical schools, nursing schools, and other educational institutions
- **Research and Development Hub:** research centers, laboratories, and clinical trials facilities
- **Service Hub:** hospitals, clinics, and other healthcare providers



Andaman Wellness Corridor (AWC)

@Phuket, Krabi, Phang Nga, and Ranong

- **Education and Research:** research centers, universities, and training programs
- **Medical Services:** healthcare services including treatment and preventative care
- **Products:** the use of natural and traditional products
- **Health Promotion:** healthy lifestyles

Source: Salika, Thansettakij

OTHER SUPPORTING FACILITIES

Thailand offers a comprehensive ecosystem of research and development facilities to support every stage of innovation. Together, these facilities ensure that investors can access advanced infrastructure, cutting-edge research, and highly trained talent.

National Biopharmaceutical Facility (NBF)



A multipurpose semi-industrial prototype facility designed for the production of biopharmaceuticals for clinical trials. The facility provides contract research, contract manufacturing, and training services.

Assistive Technology and Medical Devices Research Center (A-MED)



A center for R&D in technology and innovation focused on medical devices, health innovation, biomedical signal processing devices, rehabilitation technology, accessible technology, and assistive technology.

Thailand Center of Excellence for Life Sciences



A center support and develop the life sciences industry in Thailand by connecting innovation and investment, facilitating partnerships, and streamlining business opportunities.

DSD Wellness Academy



A skills enhancement program designed for the health and wellness sector, offering training in various areas such as spa treatments, Thai massage, deep tissue massage, and more.

National Biobank of Thailand (NBT)



A hub for biodiversity conservation, knowledge generation, data utilization, and population genetics management.

Source: National Science Technology Development Agency, National Biobank of Thailand, Department of Skill Development

BOI INCENTIVES FOR HEALTHCARE AND WELLNESS SECTOR

The BOI offers attractive incentives to strengthen Thailand’s position as a medical and wellness hub. These incentives highlight Thailand’s commitment to fostering innovation, ensuring high-value industries can thrive in a competitive global market. For investors, they present clear opportunities to develop, produce, and export cutting-edge medical and health-related products.

Manufacture of Medical Products

Group	Eligible Projects	Incentives*
A2	<ul style="list-style-type: none"> • Manufacture of high-risk or high-technology medical devices • Manufacture of active pharmaceutical ingredients • Manufacture of targeted medicines 	8 Years
A3	<ul style="list-style-type: none"> • Manufacture of non-woven fabric • Manufacture of other medical devices • Manufacture of conventional medicines 	5 years
A4	<ul style="list-style-type: none"> • Manufacture of hygienic products from non-woven fabric • Manufacture of medical devices made of fabrics or fibers • Manufacture of medical device parts 	3 years

Manufacture of Future Food

Group	Eligible Projects	Incentives*
A2	<ul style="list-style-type: none"> • Manufacture of food with health claims • Manufacture of novel food • Manufacture of organic food • Manufacture of medical food 	8 Years

Medical and Health Care Services

Group	Eligible Projects	Incentives*
A2	<ul style="list-style-type: none"> • Specialty medical center 	8 Years
A3	<ul style="list-style-type: none"> • Senior hospital • Traditional or Applied Thai medical public service 	5 years
A4	<ul style="list-style-type: none"> • Hospital • Senior/dependent care center 	3 years
B	<ul style="list-style-type: none"> • Health rehabilitation center 	-

Clinical Research

Group	Eligible Projects	Incentives*
A1	<ul style="list-style-type: none"> • Contract Research Organization (CRO) • Clinical Research Center (CRC) 	8 Years





INVEST IN **ENDLESS OPPORTUNITIES**

Ignite your investment ambitions. With supportive government initiatives and a business-friendly landscape, now is the time to make your vision a reality in Thailand.

TIESC : Thailand Investment and Expat Services Center

One Bangkok, PARADE Zone, 6th and 7th Floors, Rama IV Road, Lumpini, Pathum Wan, Bangkok 10330
Tel: 0 2209 1100 | Email: osos@boi.go.th

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