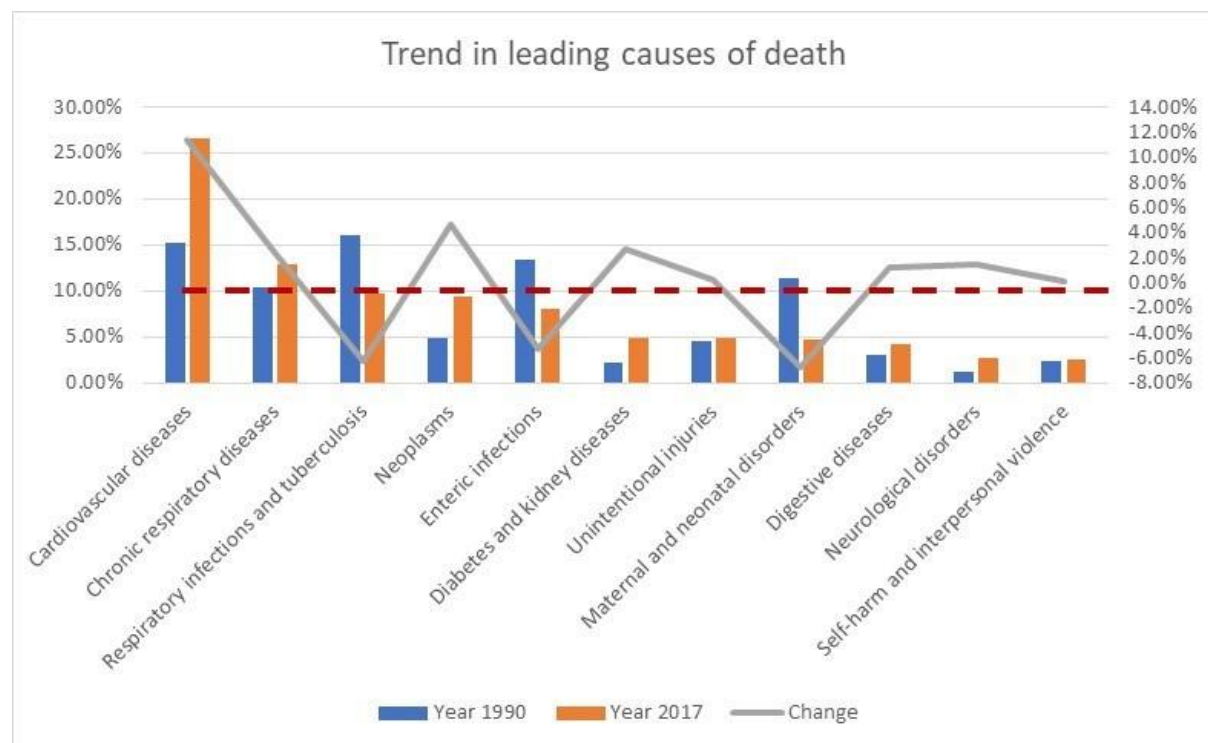


The trend in "leading causes of death" in India

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India is one of the fastest-growing economies. It has achieved substantial gains on socioeconomic front. Changing demographics and socioeconomic dynamics have significantly affected the disease profile in the country. Measures taken to improve primary healthcare system have helped in curtailing infectious disease burden and reducing maternal and neonatal death. However, with an increase in disposable income, changing lifestyles, and dietary habits, the burden of non-communicable diseases has substantially increased. Such a change in disease profile warrants a shift in public health strategies, due to fundamental differences in the epidemiology of communicable and non-communicable diseases. The leading causes of death in India have shown the following trend:



**Source of data: Global Burden of Diseases (2017)*

In 2017, cardiovascular diseases were responsible for more than 26% of the total deaths, showing more than 1000 basis point increase from 1990. Apart from cardiovascular diseases, cancer and diabetes have also shown a significant increase during the 1990-2017 period. On the other hand, respiratory infections and tuberculosis, enteric infections, and maternal and neonatal deaths have shown a substantial reduction, suggesting effective execution of public health interventions and the impact of socio-economic transformation.

In addition to the healthcare strategies such as the provision of affordable diagnostic and treatment services, access to emergency care, and rehabilitation; public health interventions such as lifestyle modifications and promotion of healthy dietary habits and physical activity are needed. It opens new business opportunities in the healthcare sector. Looking at the potential of the Indian healthcare market, we should not be surprised to see the upcoming unicorn wave to be dominated by healthcare players!!!