

**WHX Labs**

Lagos · 2-4 June

Landmark Centre,  
Lagos, Nigeria

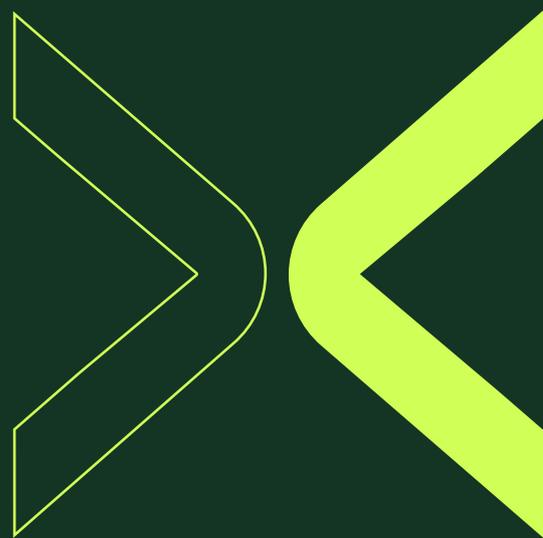
# Medical & Diagnostics Devices Market in Nigeria & West Africa





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## Market Overview

West Africa forms a vital segment of Africa's fast-growing medical device industry and is expanding steadily across diagnostics, imaging, patient monitoring and cold-chain capacity for immunisation. Private sector participation and donor-funded health programmes continue to drive stable procurement flows. Regulatory improvements, particularly those led by NAFDAC, are enhancing product quality and investor confidence, while regional harmonisation efforts further strengthen market alignment and compliance.

The region's medical device market is forecast to grow from USD 1,060 million in 2025 to USD 1,600 million by 2030, registering a CAGR of 8.56% (Source: Statista), signalling sustained expansion. This growth is driven by hospital modernisation efforts, increasing diagnostics penetration and continued investments in universal health coverage.

### Nigeria Leads - Nearly 40% of the Market

- Nigeria is the largest medical device market in West Africa, valued at **USD 414.8 million in 2025**, projected to reach **USD 632.48 million by 2030**
- Growth is driven by rising demand for medical devices and expanding healthcare access across the country.

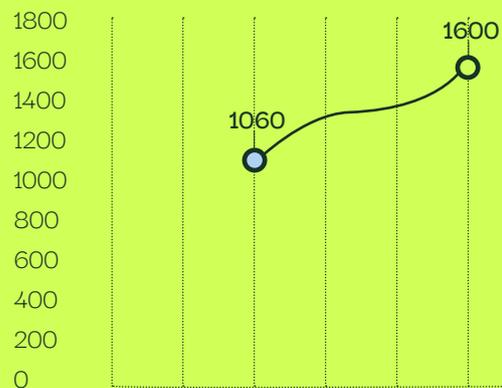
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### High-Growth Markets Beyond Nigeria

- **Ivory Coast (CAGR 9.24%) and Cameroon (CAGR 9.3%)** lead in regional growth, driven by hospital upgrades, private clinics and reform-led investments.
- **Senegal (CAGR 8.21%)** continues steady growth through digital health adoption and hospital development.
- **Ghana (CAGR 6.6%)** sees moderate expansion, consistent with demand but at a slower pace vs regional peer.

### West Africa Medical Device Market Size (USD, Million) 2025 vs 2030

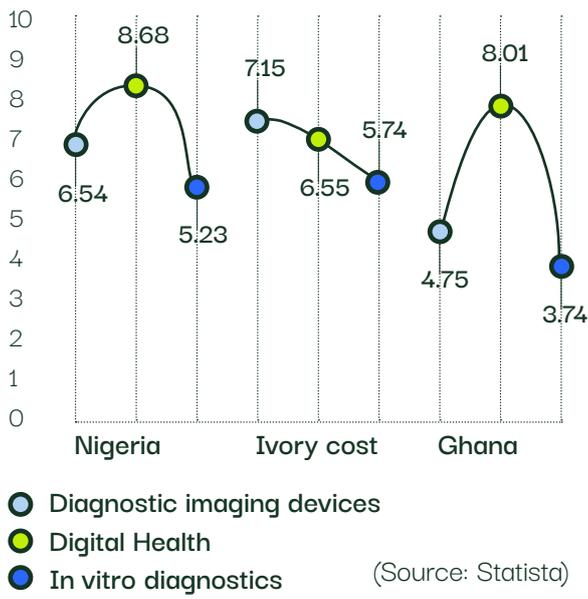


USD, Million ● 2025 Est. ● 2030 Proj.

## Why attend World Health Expo 2026 in Lagos, Nigeria

- **See New Innovations:** Discover the latest medical technologies.
- **Learn from Experts:** Hear insights from global healthcare leaders.
- **Build your Skills:** Join hands-on workshops and training sessions.
- **Compare Solutions:** Explore offerings from different providers to make informed choices.
- **Watch Live Demos:** Experience real-world healthcare applications.
- **Network Widely:** Connect and exchange ideas with colleagues and peers.
- **Join key Discussions:** Take part in health policy and future-focused forums

**Medical Device Segment Demand  
2025-2030 CAGR Share (%)  
West Africa Major Regions**



**Demand Drivers and Trends for  
Medical & Diagnostic Devices**

**Rapid population growth and urbanisation**

- > Rapid population growth and urbanisation fuelling diagnostic demand
- > Nigeria’s urban population may reach 250 million by 2025 (OECD estimate), adding pressure on hospitals and labs.

**Private sector driving advance diagnostics**

- > Investment accelerating specialised and AI enabled centres.
- > Apex specialist hospital opened an AI powered lab in 2025 (USD 2 million)

**Public investment and lab automation**

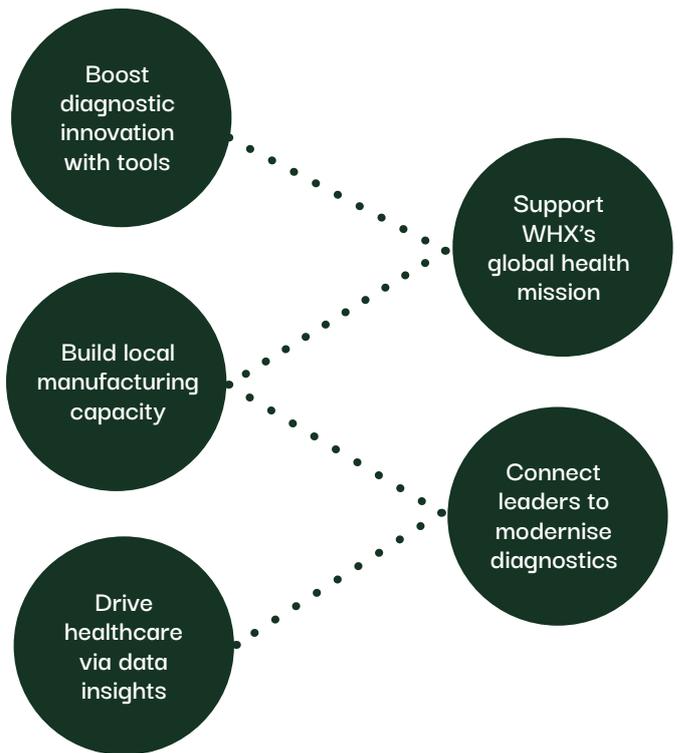
- > Post-Covid policies boosting diagnostics and automation
- > New PCR lab commissioned in Lagos to expand testing

**Shift towards domestic and regional manufacturing**

- > Policy push to reduce import dependency
- > Nigeria’s medical lab guild urging local production of reagents and equipments

**Case Study:** Cassona Expands Advanced Imaging Access in Nigeria

**Why World Health Expo 2026**



Cassona’s approach demonstrates a scalable market-entry model that combines device deployment, skills development and accessible financing. In February 2025, Cassona Global Imaging installed a Neuviz Ace SP 32-slice CT scanner at St. Mary’s Catholic Hospital in Gwagwalada (Abuja), improving access to advanced diagnostic imaging for the surrounding community. To reinforce this upgrade, Cassona partnered with Neusoft in April 2025 to train over 70 radiographers, radiologists and medical physicists in dose optimisation, CT operations and advanced imaging techniques. In parallel, the company introduced affordable 24-month financing plans, enabling smaller hospitals to acquire high-end imaging systems without heavy upfront costs.



Platforms like World Health Expo (WHX) are pivotal for creating actionable strategies and investments that will shape the future of healthcare in Nigeria.

**Senator Ipalibo Harry Banigo**  
Chairman, Senate Committee on Health

# Emerging Segments and High-Growth Product Categories

High-opportunity Segment	Why this Segment is growing	Example (2024-2025)	Distributor action dteps
Diagnostic Imaging Devices (X-ray, ultrasound, CT, MRI)	1. Fastest-growing hospital CapEx category	NLNG donated a multi-slice CT to Federal Teaching Hospital, Lokoja	<ul style="list-style-type: none"> <li>› Target secondary/tertiary hospitals for mid-tier CT &amp; ultrasound</li> <li>› Bundle financing + operator training</li> <li>› Offer AMC + uptime-based service packages</li> </ul>
In Vitro Diagnostics (IVD) (rapid tests, PCR, chemistry)	2. Telehealth + AI adoption increasing imaging demand	New molecular PCR lab commissioned at FMC Makurdi	<ul style="list-style-type: none"> <li>› Build reagent consignment/VMI models</li> <li>› Partner with donor programs &amp; private labs</li> <li>› Offer point-of-care kits for rural clinics</li> </ul>
Laboratory Consumables & Automation	1. High infectious disease testing demand	Colexa Biosensor received WHO approval for HIV rapid test kit packaging	<ul style="list-style-type: none"> <li>› Provide consumables subscription bundles</li> <li>› Offer mid-tier automation upgrades</li> <li>› Co-market with OEMs for growing lab chains</li> </ul>
Patient Monitoring, Surgical & Oxygen Therapy Devices	2. Donor-funded diagnostics expansion (GF, PMI, CHAI)	UNICEF installed a solar-powered oxygen plant at Jericho Specialist Hospital	<ul style="list-style-type: none"> <li>› Bundle patient monitors + AMC</li> <li>› Target PPP &amp; state hospital procurement cycles</li> <li>› Offer oxygen concentrators + maintenance services</li> </ul>
Refurbished & Affordable Equipment	3. Rural adoption of rapid tests rising	Franance Health Systems supplies refurbished X-ray & C-Arm units at 40-60% lower cost	<ul style="list-style-type: none"> <li>› Build a certified refurbishment channel</li> <li>› Sell mid-tier refurbished imaging/surgical devices</li> </ul>

## Key market gaps & how distributors can turn these into growth opportunities

Market Gap	Distributor / Partner Value Proposition	Example (2024- 2025)
Imaging Infrastructure & Access	<ol style="list-style-type: none"> <li>1. Supply CT, MRI and Ultrasound devices</li> <li>2. Enable low-upfront-cost acquisition through operator training + financing/leasing bundles</li> </ol>	<ul style="list-style-type: none"> <li>› In Nigeria, patients often travel long distances for CT/MRI access; expanding mid-tier CT installations offers a strong distributor entry point.</li> <li>› Cassona Global promotes affordable CT solutions via flexible payments, highlighting demand for accessible imaging.</li> </ul>
After-Sales Service & Maintenance	<ol style="list-style-type: none"> <li>1. Create certified service hubs</li> <li>2. Provide AMC contracts &amp; spare parts</li> <li>3. Build recurring revenue through uptime-focused service models</li> </ol>	JNC International (Nigeria) offers turnkey supply + AMC + PPM support across radiology, laboratory and ICU devices, ensuring uptime continuity for public and private facilities.
Oxygen Supply Gaps	<ol style="list-style-type: none"> <li>1. Distribute PSA oxygen plants</li> <li>2. Provide concentrators &amp; technical support</li> <li>3. Offer end-to-end installation + maintenance packages for hospitals</li> </ol>	UNICEF-backed PSA oxygen plants in Bauchi, Yobe and Lagos generate 135-150 cylinders/day with on-site maintenance, offering viable partnership models for distributors.
Over-Reliance on Imported Consumables	<ol style="list-style-type: none"> <li>1. Stock reagents/test kits</li> <li>2. Use VMI models</li> <li>3. Support local manufacturing / Value-add packaging services</li> </ol>	The Guild of Medical Laboratory Directors notes ~80% reagent import reliance, creating opportunities for localisation via VMI and tailored sourcing/packaging.
Unequal Rural / Regional Diagnostic Coverage	<ol style="list-style-type: none"> <li>1. Portable ultrasound</li> <li>2. Mobile diagnostic vans</li> <li>3. Tele-radiology-enabled portable care models</li> </ol>	Philips & Imbuto Foundation deployed 390 Lumify handheld tele-ultrasound systems across rural zones, enabling remote diagnostics with cloud telemedicine support. This demonstrates scalable models' distributors can replicate.
Training & Workforce Skill Gaps	<ol style="list-style-type: none"> <li>1. OEM-backed academies &amp; CME</li> <li>2. On-site implementation training</li> <li>3. Technical certification pathways</li> <li>4. Create structured training bundles aligned With equipment sales</li> </ol>	Cassona partnered with Neusoft to train 70+ Nigerian radiographers, radiologists and physicists on CT operations and dose optimisation, enhancing local capacity.
Equipment Financing & CapEx Barriers	<ol style="list-style-type: none"> <li>1. Vendor financing / lease-to-own</li> <li>2. Clinical PPP setups</li> <li>3. Structured local-currency loans</li> </ol>	The IFC-backed Africa Medical Equipment Facility (AMEF) enables risk-sharing loans via African banks, allowing distributors to bundle equipment with financing for SMEs and hospitals.

## Key take aways and next steps

West Africa's healthcare market continues to accelerate across high-demand segments such as diagnostic imaging, cardiology, laboratory diagnostics and digital health solutions. World Health Expo attendees have the opportunity to interact directly with buyers, distributors and healthcare professionals from across the West African region, allowing them to understand real market needs, procurement priorities and partnership opportunities. Attendees also gain first-hand insights into the healthcare landscape, regulatory structures and investment trends that are crucial for gaining a foothold and thriving in West Africa's healthcare sector.

In this context, World Health Expo 2026 in Lagos serve as the region's most strategic platforms for market entry, buyer engagement and knowledge-building. Hospital procurement heads, laboratory owners, distributors, government decision-makers, clinicians, specialists and medical researchers attend World Health Expo to explore state-of-the-art products while simultaneously gaining critical market intelligence that informs strategic decisions. The events facilitate high-value connections with manufacturers and overseas suppliers, helping attendees secure distribution partnerships, understand emerging opportunities and build a strong pipeline within West Africa's rapidly growing healthcare ecosystem.

World Health Expo 2026 stands out as a preferred platform for visibility and opportunity, enabling early-career professionals, entrepreneurs and institutions to discuss projects, test ideas with diverse audiences and receive meaningful feedback. Its exhibitions, networking and matchmaking activities help attendees spark collaborations, access support networks and accelerate professional and organisational growth.

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Distributors that combine device supply + service + financing will capture the fastest growing margin pools in emerging markets.



Join us at

# WHX Labs

Lagos · 2-4 June



## Strengthening healthcare trade and innovation across West Africa

Be part of the **World Health Expo in Lagos**—where healthcare innovators, industry leaders, and professionals from across West Africa and beyond come together.

This landmark event brings together top exhibitors showcasing cutting-edge medical solutions, alongside world-renowned speakers who share insights that matter. Whether readers are looking to explore new products, gain expert knowledge, or expand their professional network, the World Health Expo in Lagos offers a rare opportunity to tap into the trends and partnerships driving West Africa's healthcare transformation.

2-4 June 2026

Landmark Centre, Lagos, Nigeria

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