

CareGuard OÜ

Guard Your Health, Care for Life.

Our Mission

We empower individuals to take control of their health by providing easy access to reliable, science-based health tests and wellness products. Our goal is to simplify health awareness and early detection, making preventative care accessible, convenient, and understandable for everyone. By bringing medical products and knowledge closer to people—right into their homes—we help them make informed decisions for a healthier future.

Meet the Team



Kadri Säde

MSc in Clinical Psychology with comprehensive experience in sales management and business development.



Johanna Liis Udumets

MSc in Biomedicine with experience in quality management and a proven track record in the healthcare industry.



Jana Aid

BS in Cell and Molecular Biology with extensive experiences in laboratory work and in sales and product management.

Our Vision

We envision a world where health is a priority, not an afterthought. In a fast-paced society where well-being is often overlooked, we strive to make health monitoring effortless and accessible. Through simple, science-backed solutions, we bring preventive care closer to individuals, enabling them to take responsibility for their well-being. Our goal is to make

health awareness a natural part of everyday life, ensuring that everyone has the tools and knowledge to live a healthier, more fulfilling life.

Estonian Market

Estonia's health and wellness sector is experiencing steady growth, driven by increasing consumer awareness and a proactive approach to personal well-being. Key segments within this market include medical devices and digital health solutions.

Medical Devices

The Estonian medical devices market was projected to reach a revenue of approximately US\$208.50 million in 2024, with an anticipated annual growth rate of 5.46% from 2024 to 2029, leading to a market volume of US\$272.00 million by 2029.

[statista.com](https://www.statista.com)

Digital Health

The digital health market in Estonia is forecasted to generate revenues of US\$36.54 million in 2025, with an expected annual growth rate of 5.77% between 2025 and 2029, resulting in a market volume of US\$45.73 million by 2029.

[statista.com](https://www.statista.com)

Market Dynamics

Estonia's well-developed healthcare system and high level of digitalization create a favorable environment for adopting advanced medical technologies. The country's focus on innovation and technology, supported by a conducive regulatory framework, encourages the development and commercialization of new medical devices. Additionally, Estonia's compact population and well-connected healthcare infrastructure facilitate the introduction and distribution of medical products in the market.

[statista.com](https://www.statista.com)

Despite the relatively small size of its domestic industry, Estonia relies significantly on imported medical devices, with over 80% of the market supplied by imports. This reliance presents opportunities for international companies to work with local distributors and expand within the Estonian market.

[fitchsolutions.com](https://www.fitchsolutions.com)

Conclusion

The Estonian health and wellness market offers promising growth prospects, particularly in medical devices and digital health. With our commitment to innovation and Estonia's supportive infrastructure make it an attractive destination for international partnerships and investments in the health and wellness sector.

Contact us

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